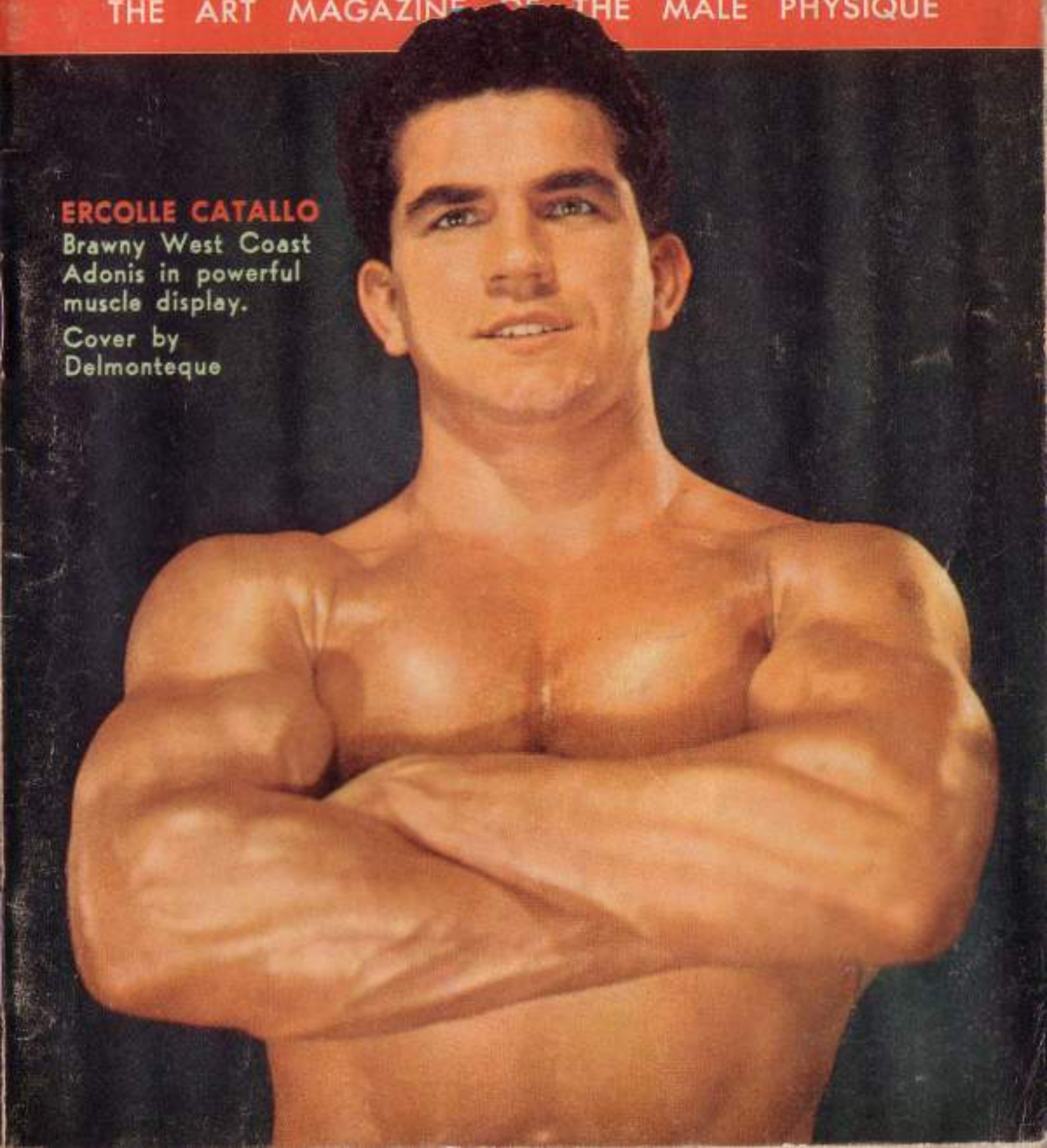
OCT. 25c

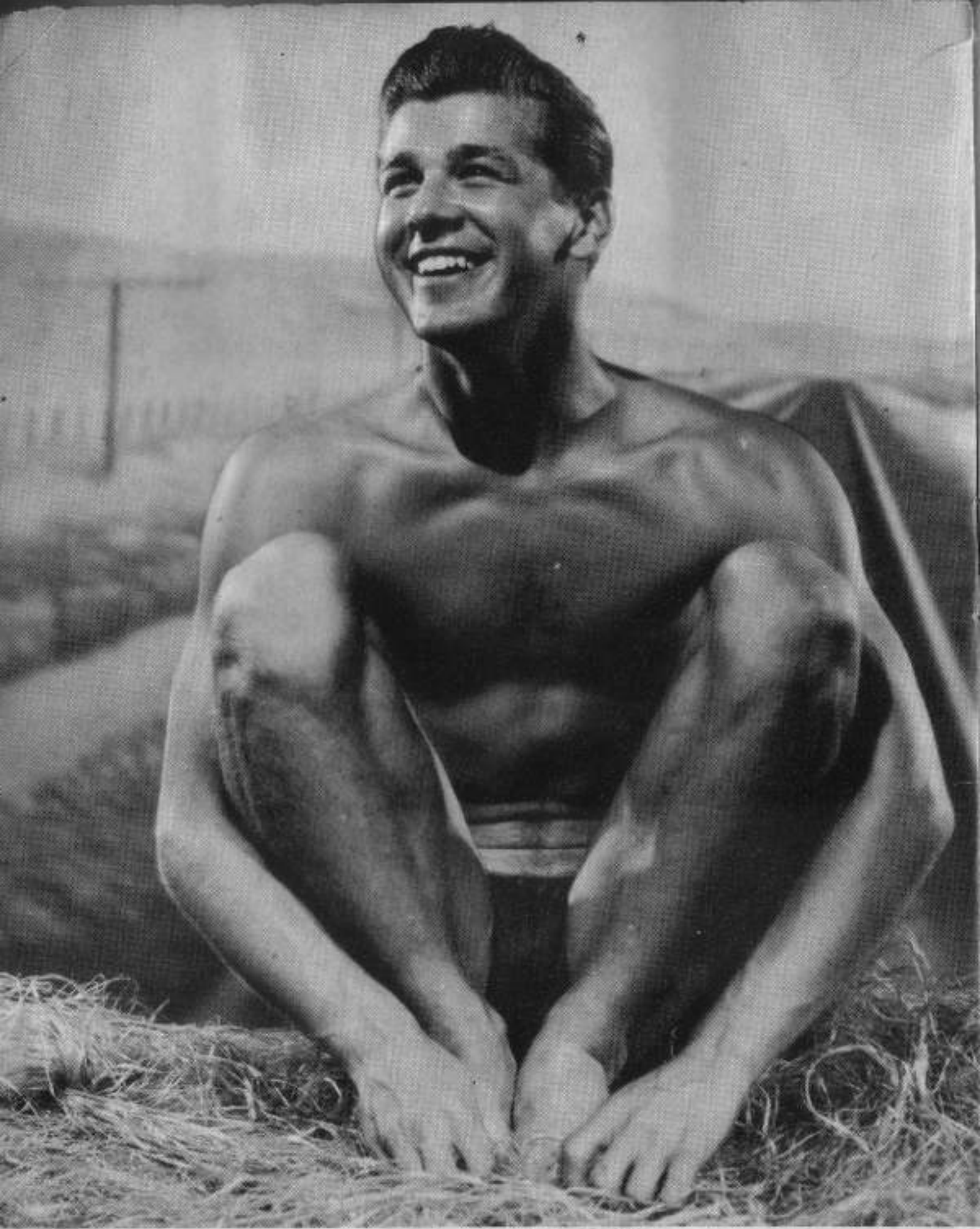
A N C

ADONIS

THE ART MAGAZINE OF THE MALE PHYSIQUE



ERCOLLE CATALLO
Brawny West Coast Adonis in powerful muscle display.
Cover by Delmonteque



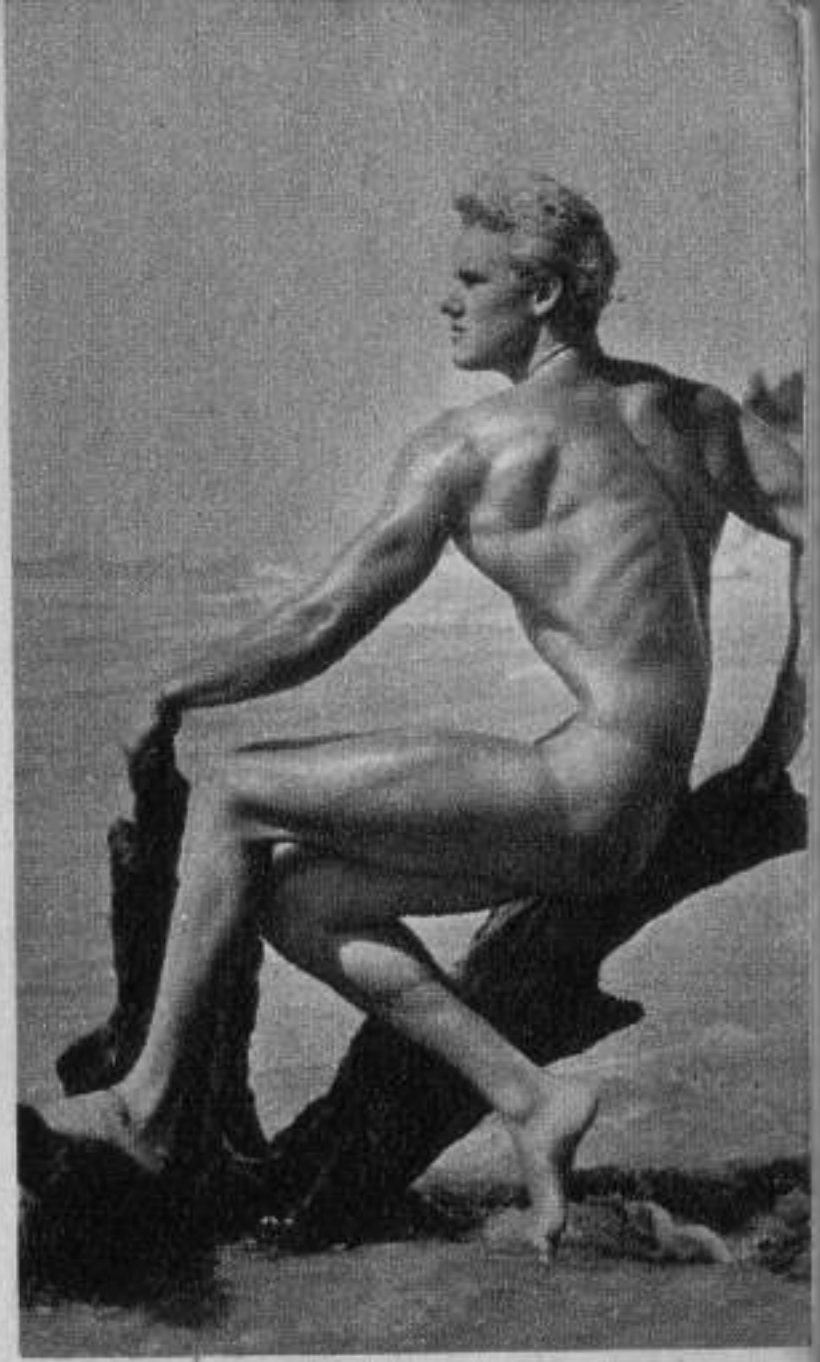
TOMMY GOLYAR by Athletic Model Guild

20 years old, 5' 10" tall, 160 pounds of smiling manhood

COMES AUTUMN TIME

The morns are meeker than they were,
The nuts are gettting brown;
The berry's cheek is plumper,
The rose is out of town.
Emily Dickinson

Foreword



RICHARD ALAN by Alan-Bishop
With his broad back toward the shore he surveys the sea.

The approach of early Autumn is an occasion of acute dismay for many people, yet for others it signals the advent of a season of high challenge, of greater accomplishment, of richer living.

Emily Dickinson, that rare genius from whose poem we have quoted, looked at Autumn with common sense . . . she saw it with tenderness, with vision, and with tongue-in-cheek. In short she saw it as merely a part of nature's scheme of things, to be welcomed at its onset, and to be merrily speeded on its way three months later.

Others dread the fall season for to them it means that the death of nature is close at hand . . . that Father Time has whacked out another home run in the game of life, and we are just that much nearer our inevitable end.

Many of our readers will remem- (*Continued on page* 54)

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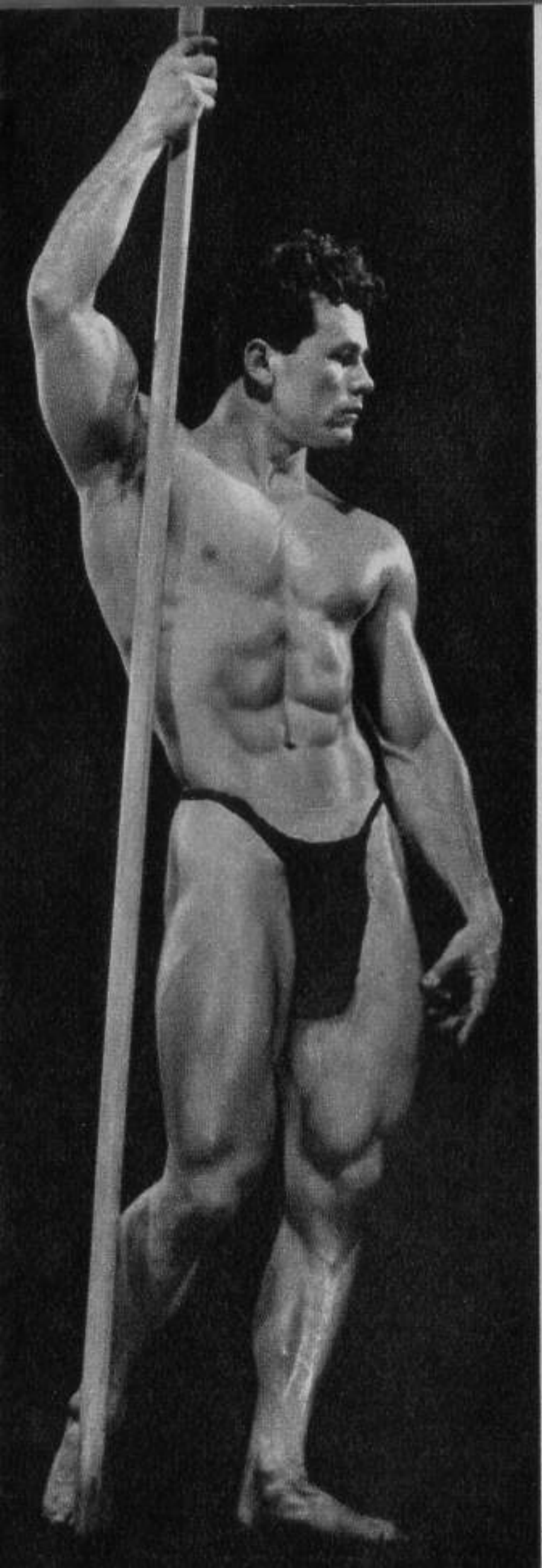


NORM TOUSLEY

a modern classic

Bodybuilders these days fall into two general classes. On the one hand is that group who strive for the greatest possible bulk, and huge muscular girths with an attendant power potential . . . while on the other we have an equally ardent group whose sole interest in training is to become as slender and well-defined as anatomical structure will allow.

It is, therefore, with considerable pleasure that we introduce to you this month a young man who possesses qualities of both these groups yet who pledges his allegiance to neither. He is Norman Tousley of San

← A MODERN DAVID
by Delmonteque

Francisco's Bay Area, the living proof that classicism always remains a part of modern life.

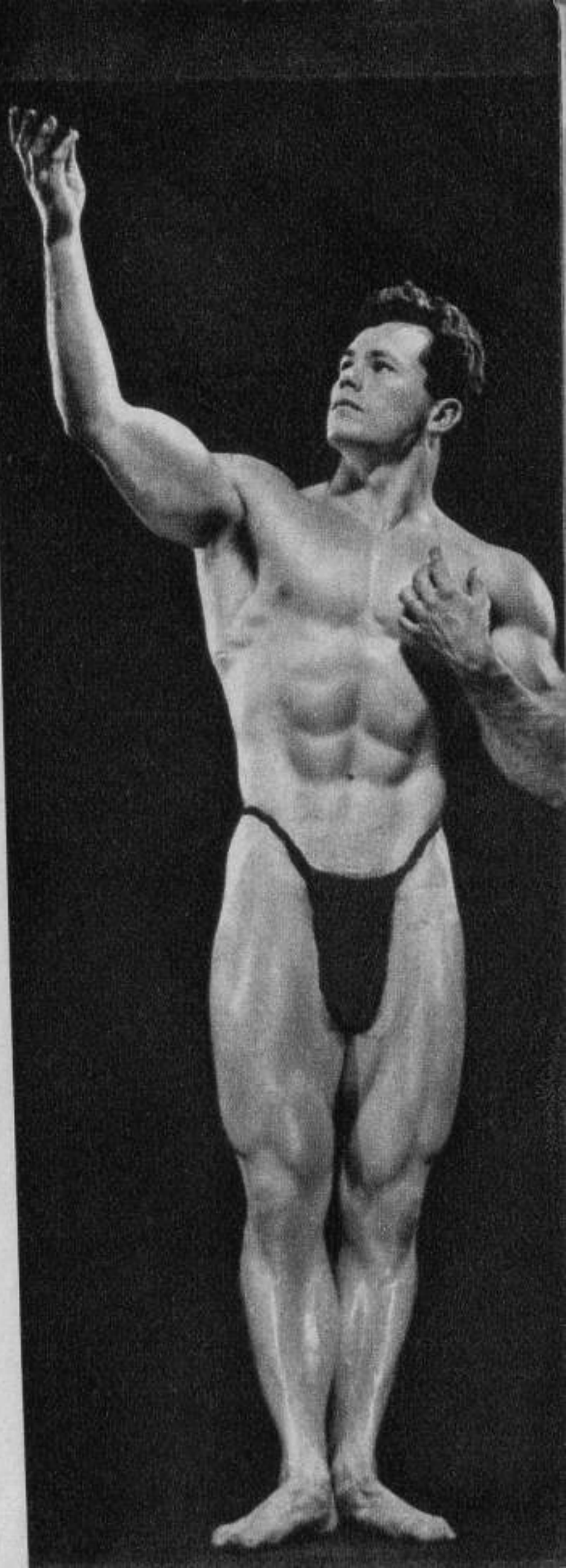
Bob Delmonteque, whose fine camera-work brings out every nuance of the Tousley torso, tells us that Norm is a "dream" to pose . . . that he seems to flow from pose to pose with effortless ease, as though he were "to the manner born".

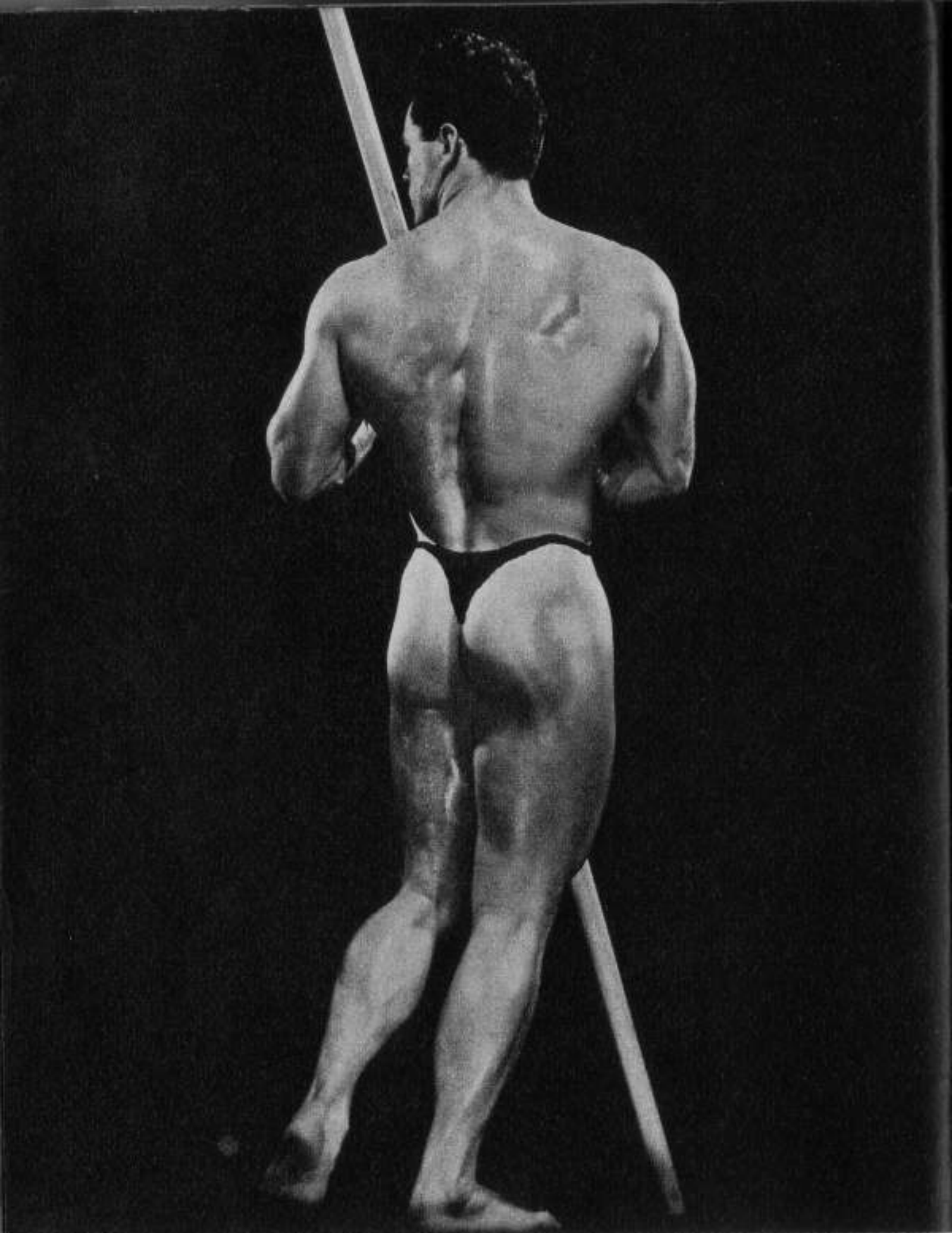
As you study these photographs of Norm you will be impressed by twin paradoxes. While he carries not an ounce of superfluous flesh on his body, yet he possesses a fullness of physique, and a density of muscular formation that would delight any member of the "bulk school of bodybuilding".

Aficionados of the "muscles for muscles' sake" sect will appreciate the fact that for all of Norm's armour-plated body every striation of well-defined muscles is always in highlighted prominence . . . untensed, unstrained, completely natural and relaxed . . . an anatomical chart could show no greater delineation.

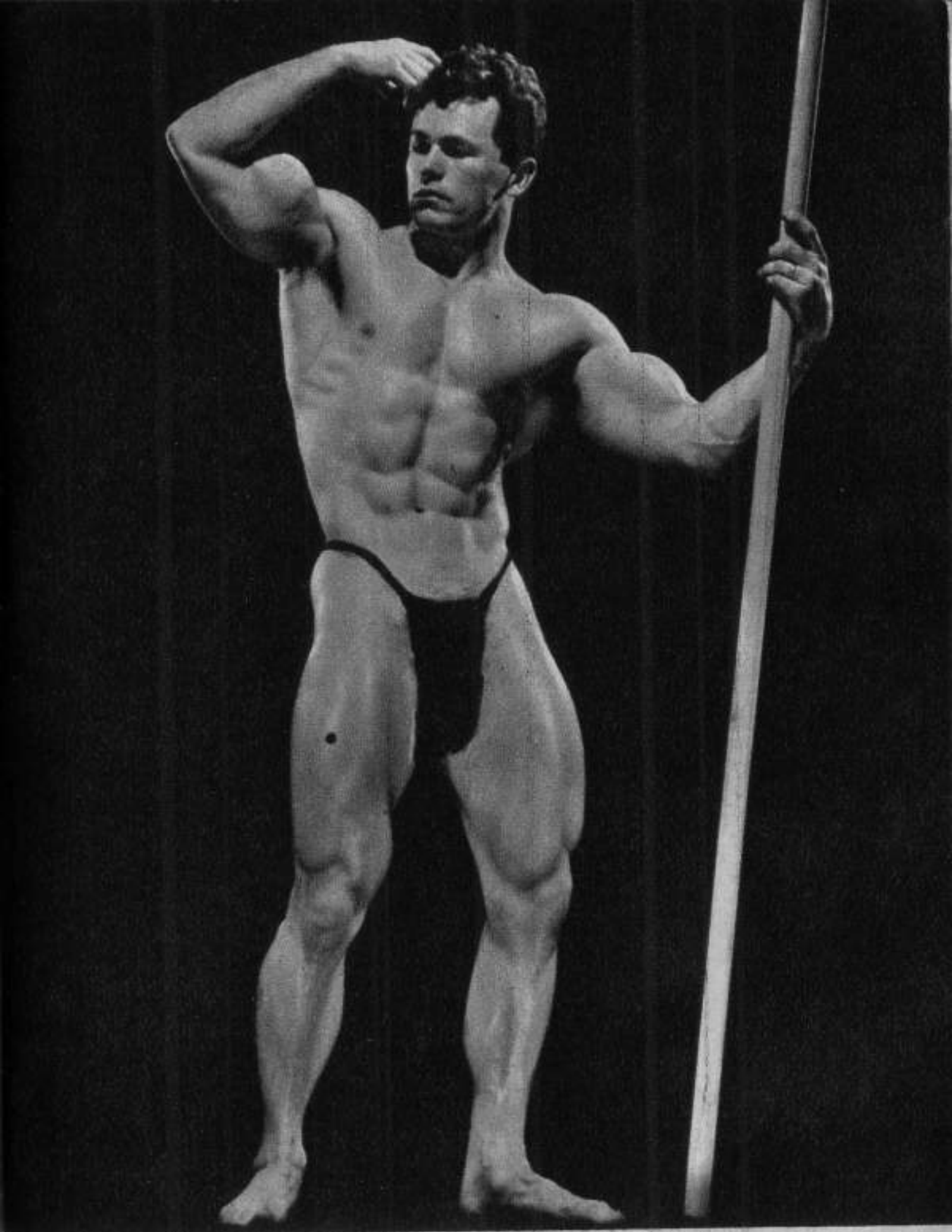
(*Continued on page* 58)

"INVOCATION TO APOLLO" →

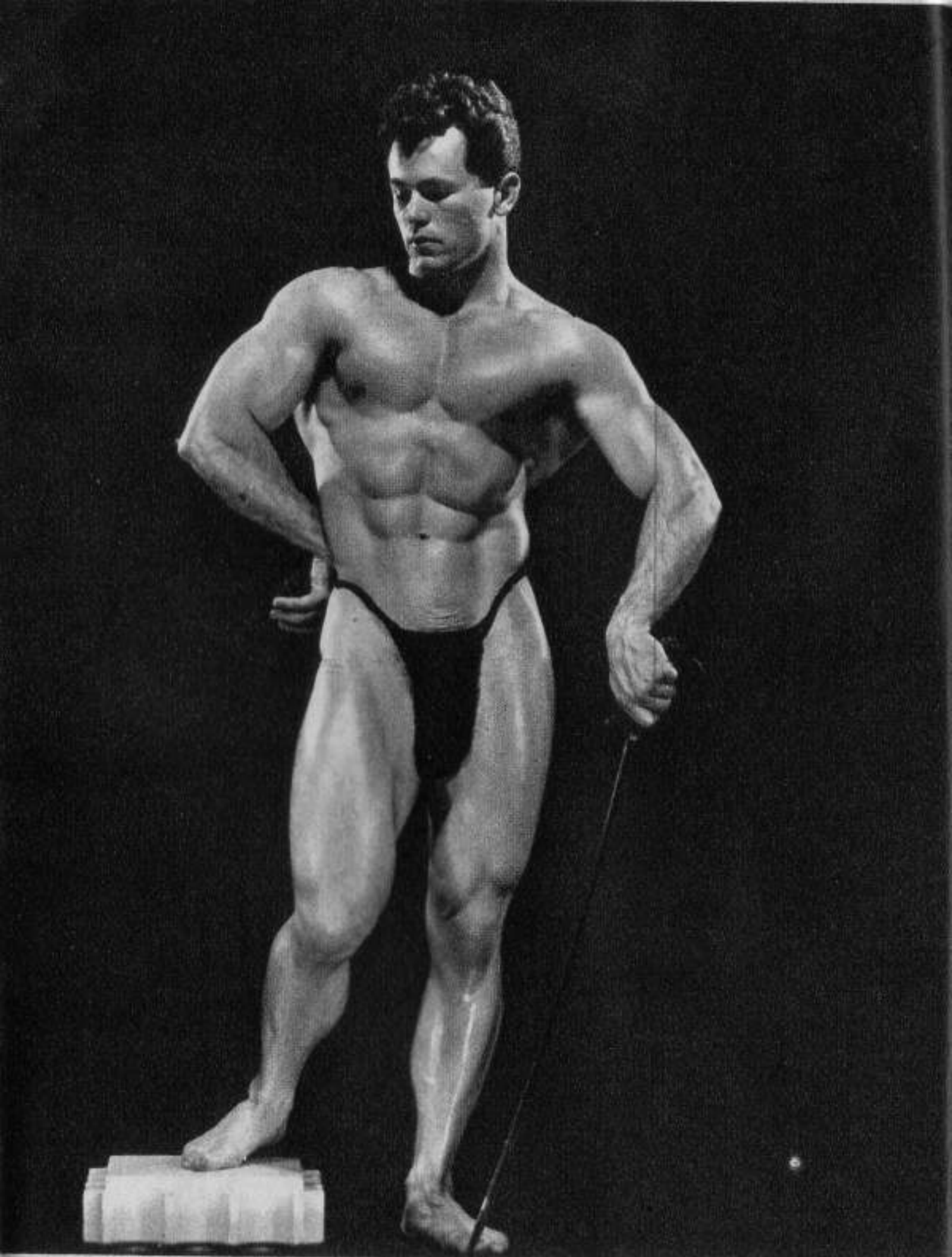




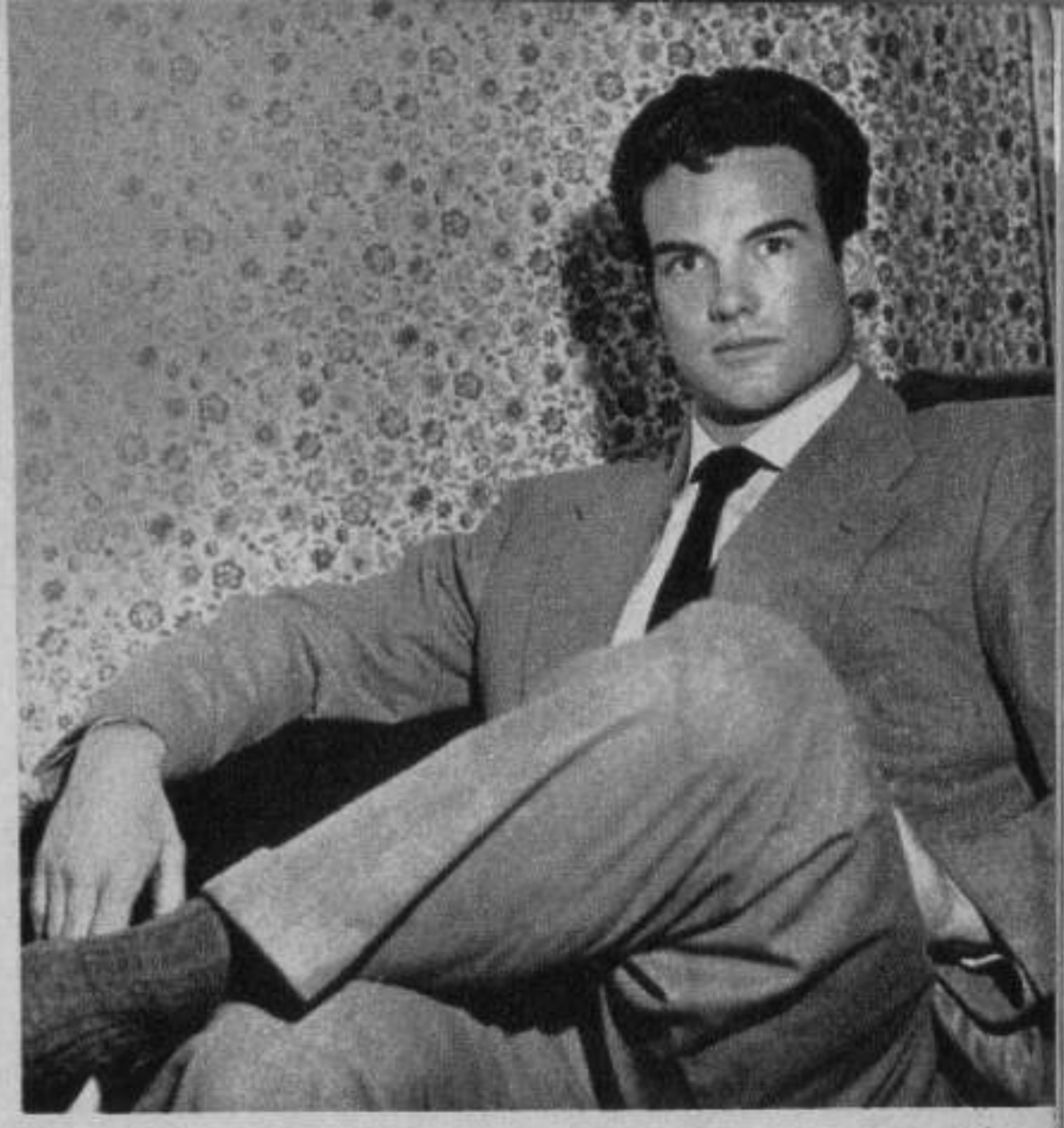
GRACE SHEATHS TITANIC STRENGTH



HELLAS REVISITED



THE ELEGANCE OF CLASSICISM



STEVE REEVES
Man of Distinction

the tailored torso

Just mention that name of names, STEVE REEVES to any aspiring bodybuilder, and there immediately flashes across his mind the vision of a sensationally handsome young man of magnificent muscles and matchless symmetry.

In fact, so phenomenal is his physique, and so frequently is it photographed and displayed in these magazine *in its natural state,* that it may come as somewhat of a shock to discover that Steve wears clothes, even as you and I. That it is a pleasant surprise you can easily understand from these photographs, for in viewing them it is obvious that he is just as outstanding when fully clothed as when stripped for a posing exhibition. Our most popular Mr. America overwhelmingly refutes (*Continued on page* 50)

LIFE OF THE PARTY

Steve says "it's gonna be a long cold winter"—LON

magic is the name of Bishop

"Calling Mr. Bishop!!"

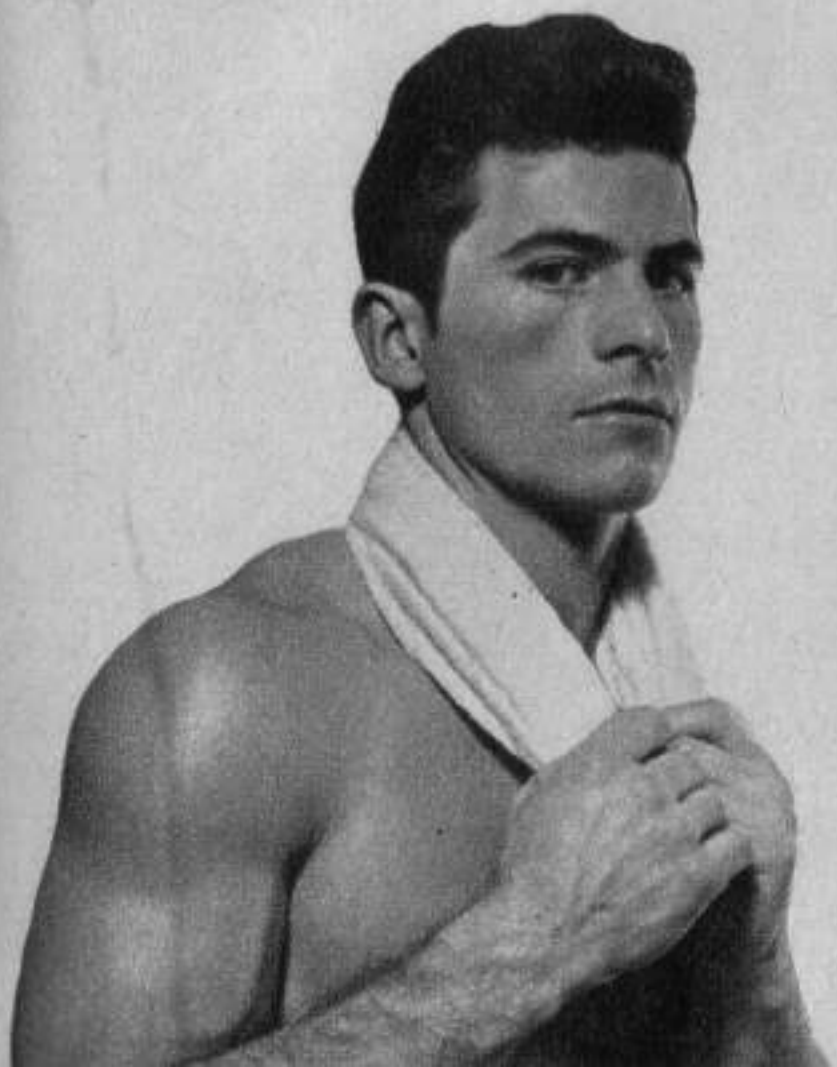
"Oh, sorry, Glenn . . . not you this time!"

This month ADONIS calls on another fine athlete who bears the surname of Bishop . . . but it's Bob this time, not Glenn. Although physically and temperamentally these two Bishops are poles apart, yet each has his own excelling qualities which makes him unique, newsworthy, and therefore of interest to our readers.

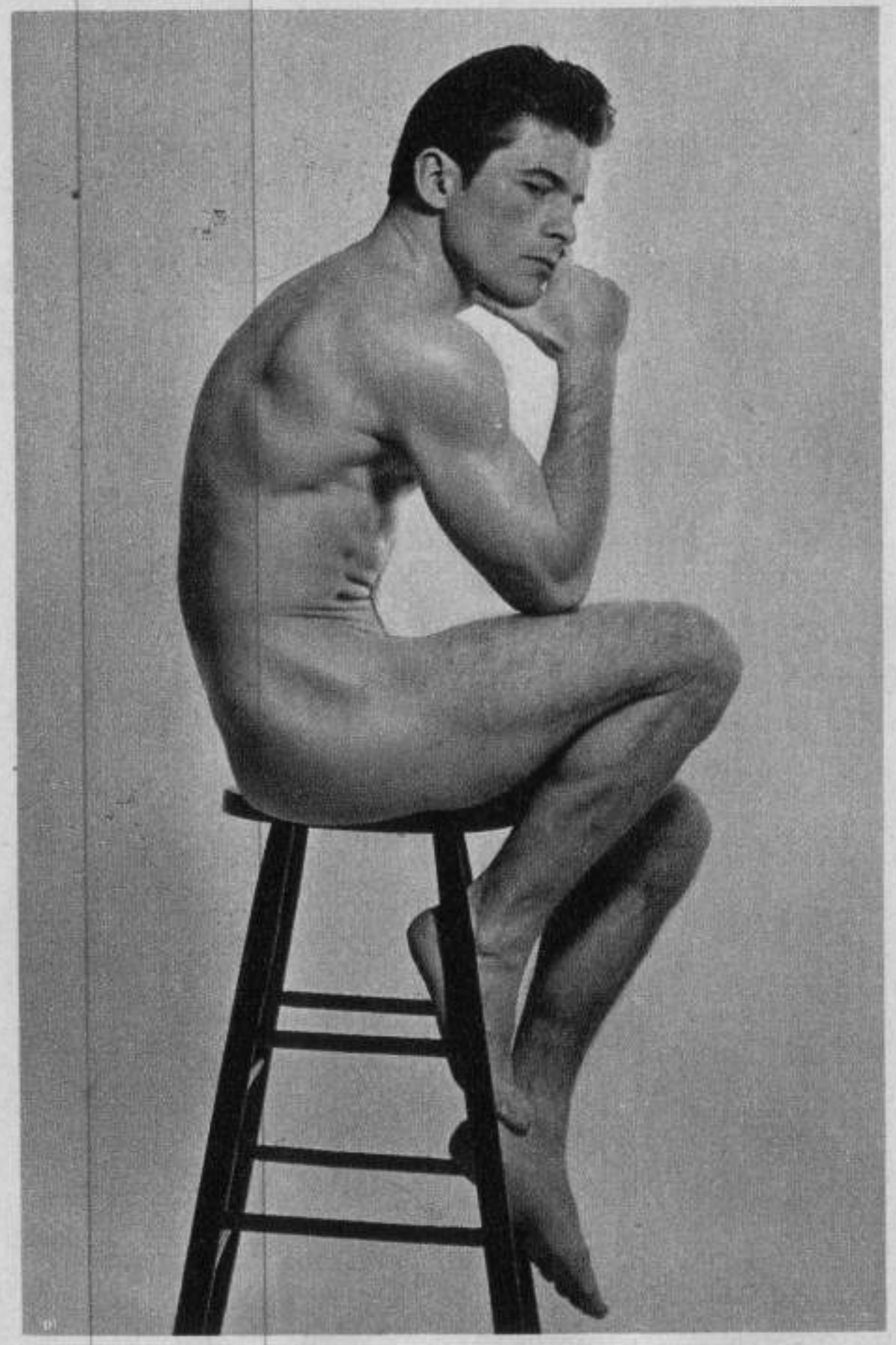
The Bishop-of-the-month is literally an artist to his fingertips, for he is one of New York's rising young sculptors. Weighing 140 pounds at a height of 5′ 4″, Bob is a serious-minded young artisan, who at 25 has learned to sculpt his own body as expertly as he carves a hunk of stone.

Vulcan Studios are very proud of their young model, and in these beautiful photographs they have fully captured the essence of youth, high purpose, and artistic integrity . . . the inherent qualities of Bob Bishop.

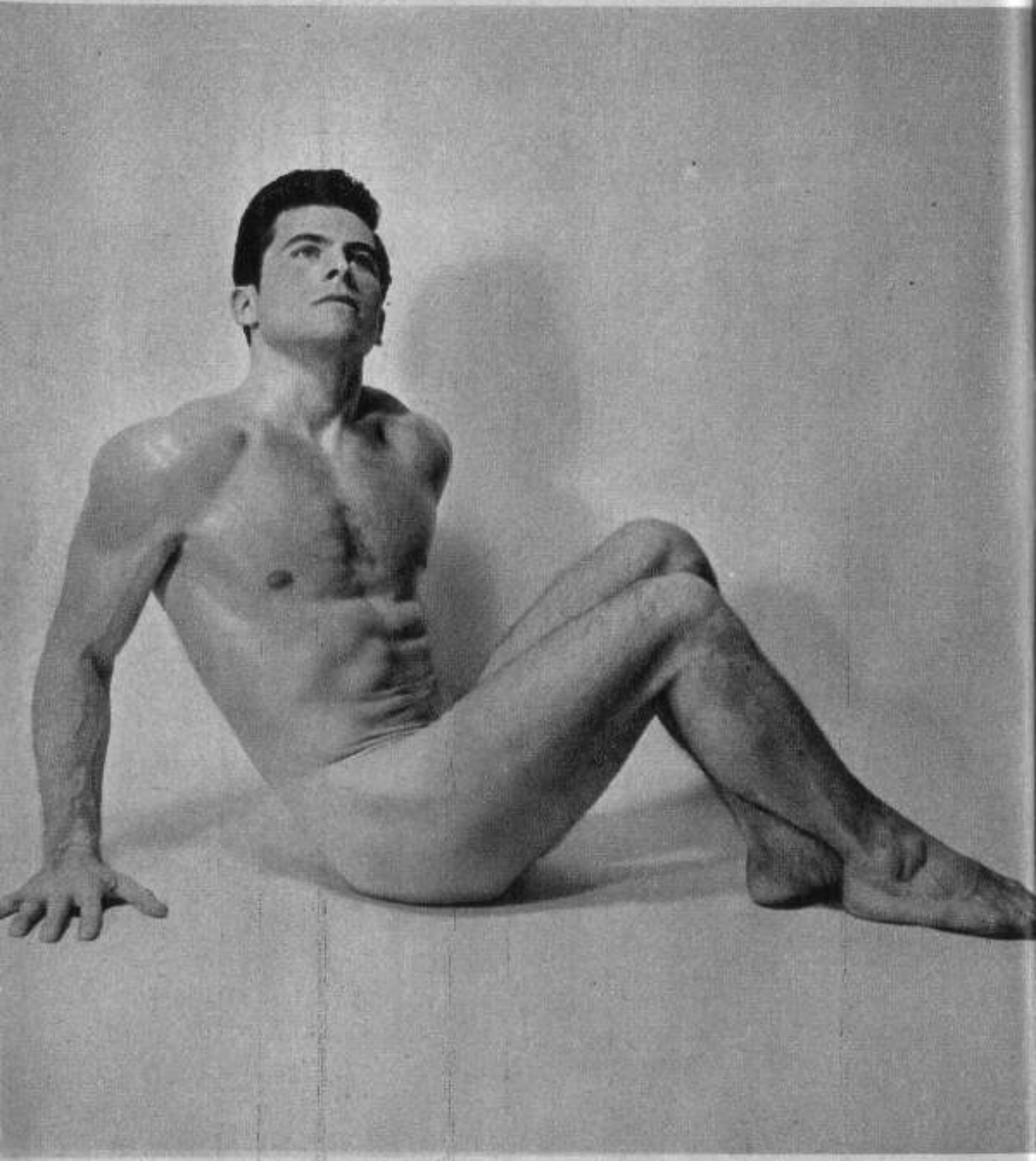
(*Continued on page* 46)



BOB BISHOP
by Vulcan Studios

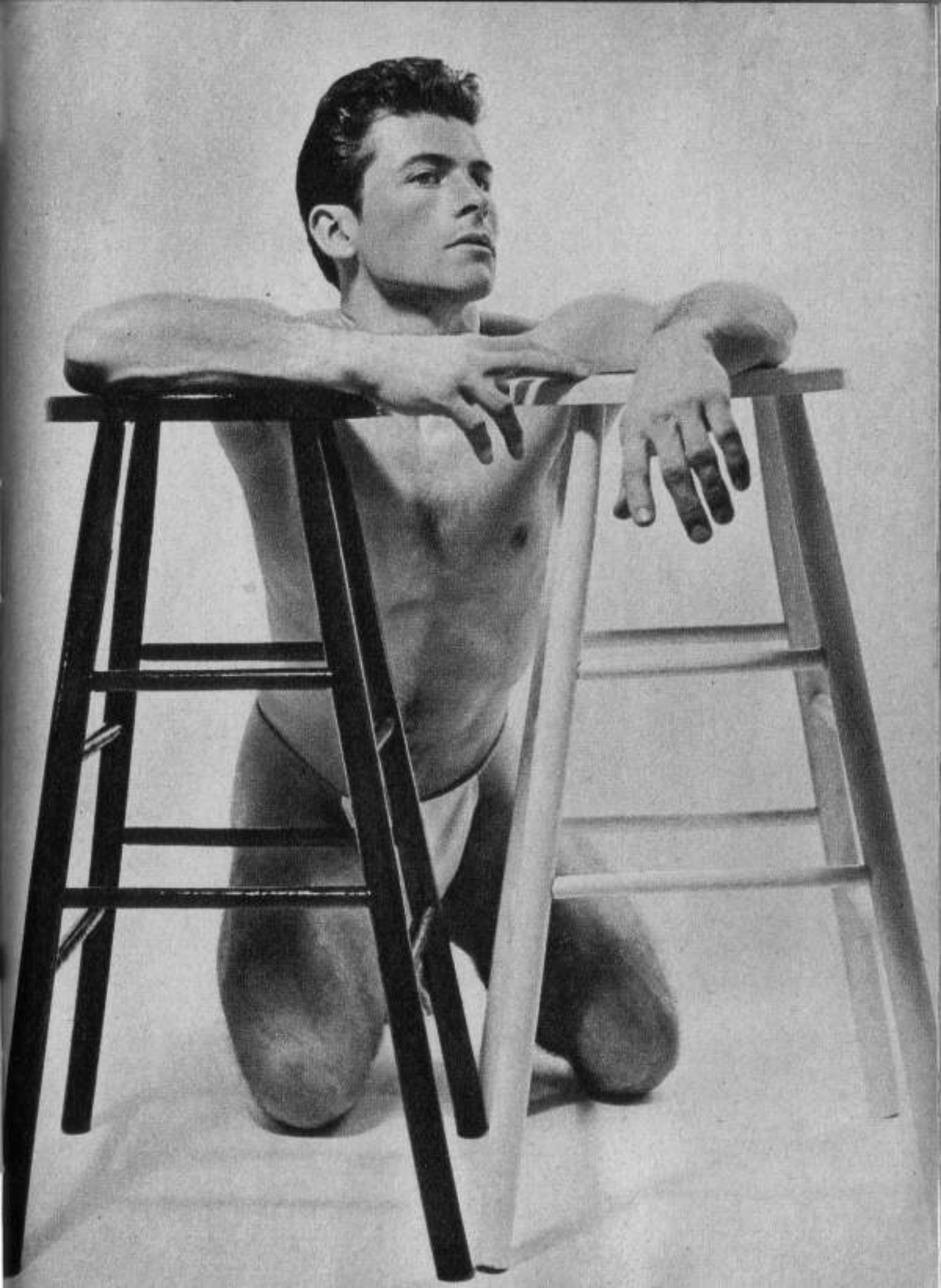


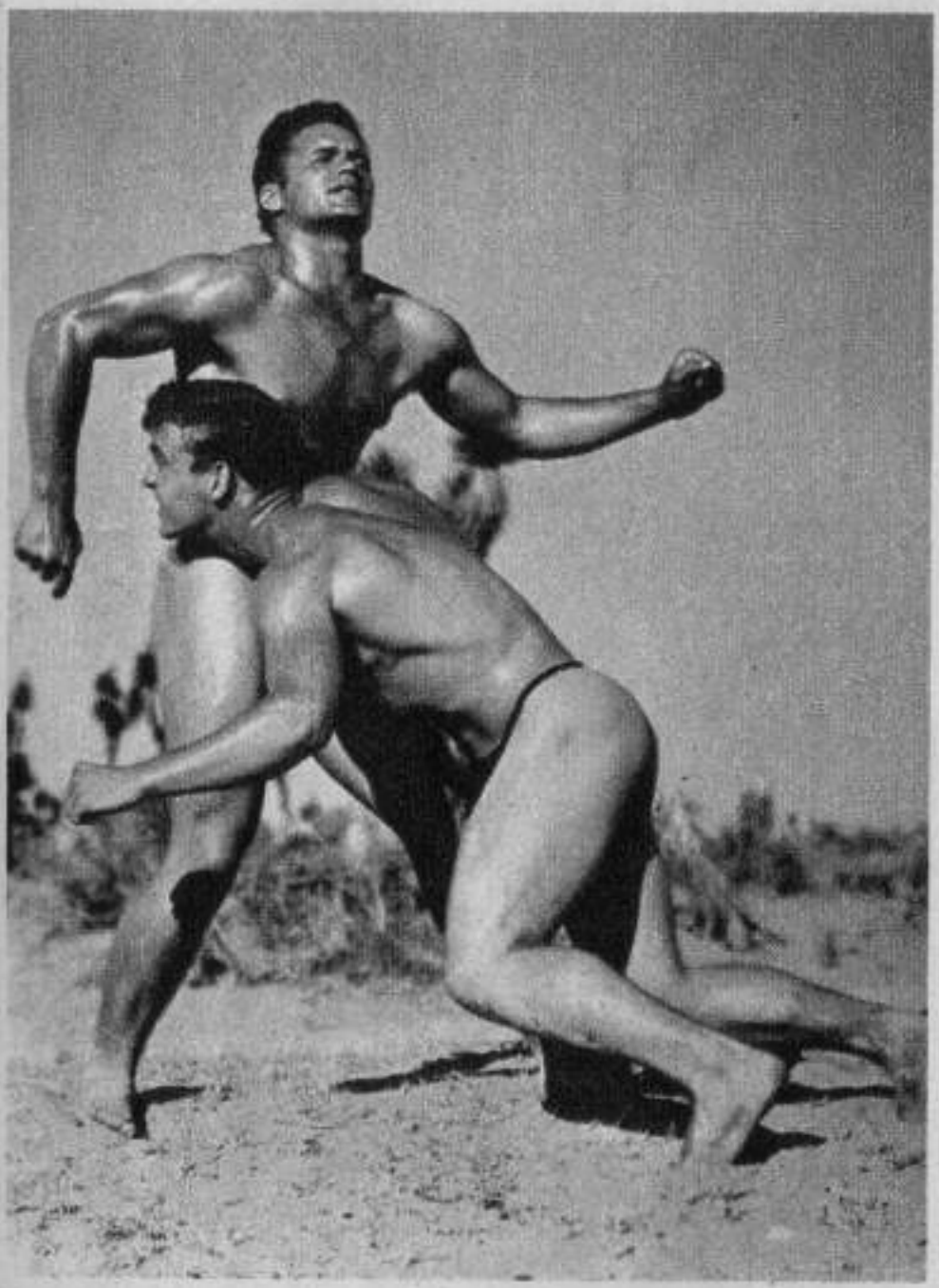
CONTEMPLATION



Visions unseen . . . voices unheard

INTROSPECTION →





BUDDY YOUNG
and
JIM LEWIS
by AMG

dynamic duals

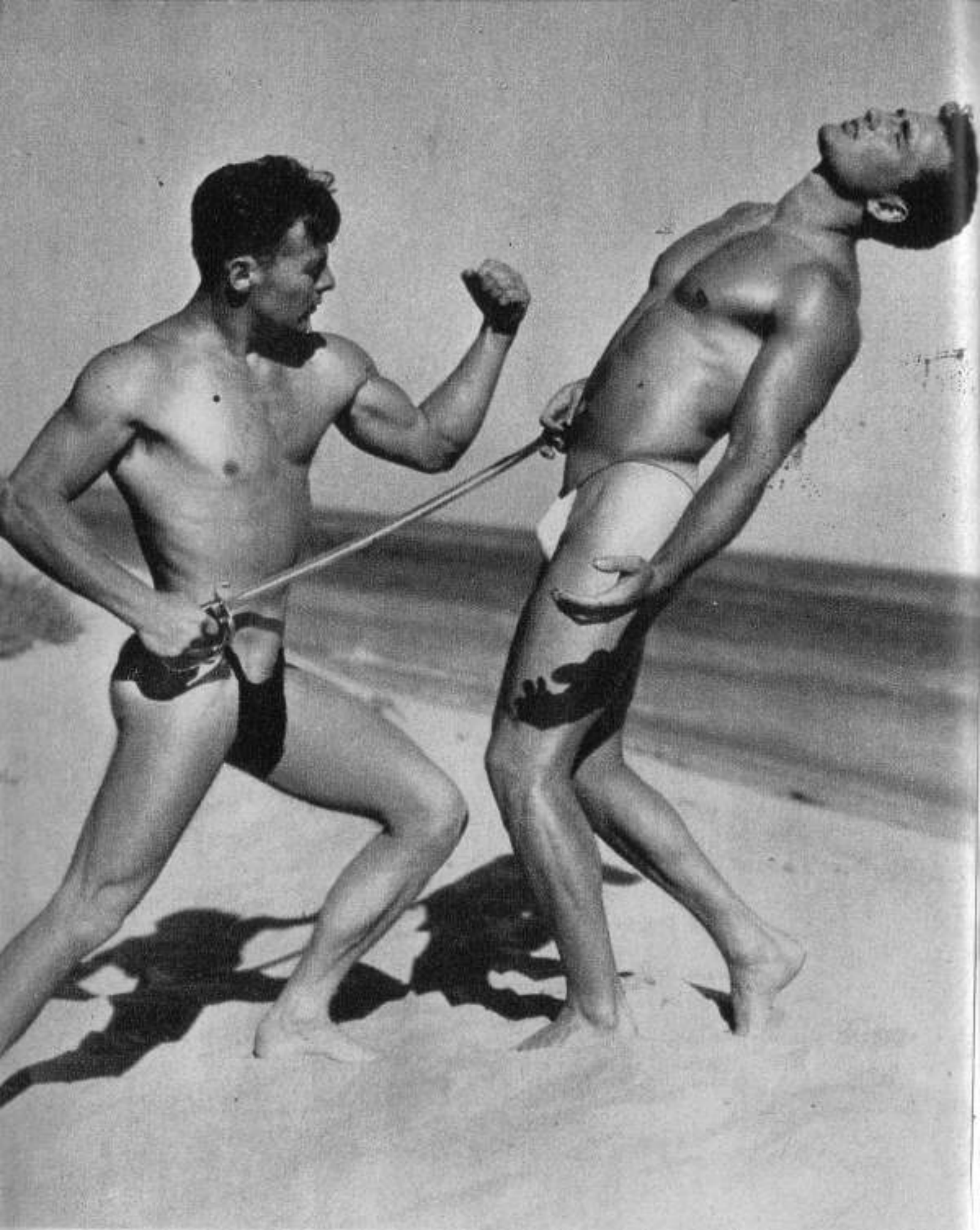
This month has seen an unusually fine crop of physique photographs come into our hands. Of more than passing interest, however, is a spectacular group of studies of some pairs of young athletes that should gladden the hearts of all those who admire fine dual posing.

The gentleman with the sword and the Sunday punch is Howard Olsen, and the victim of his muscular mayhem is Jack Harris. The second stanza of this deadly duel shows the dying gladiator, Mr. Harris, being gloated over by the fiendish Olson.

In photograph #3, Bob Martin is strangling the daylights out of Jim Shields . . . (*Continued on page* 46)

BUDDY YOUNG and JIM LEWIS

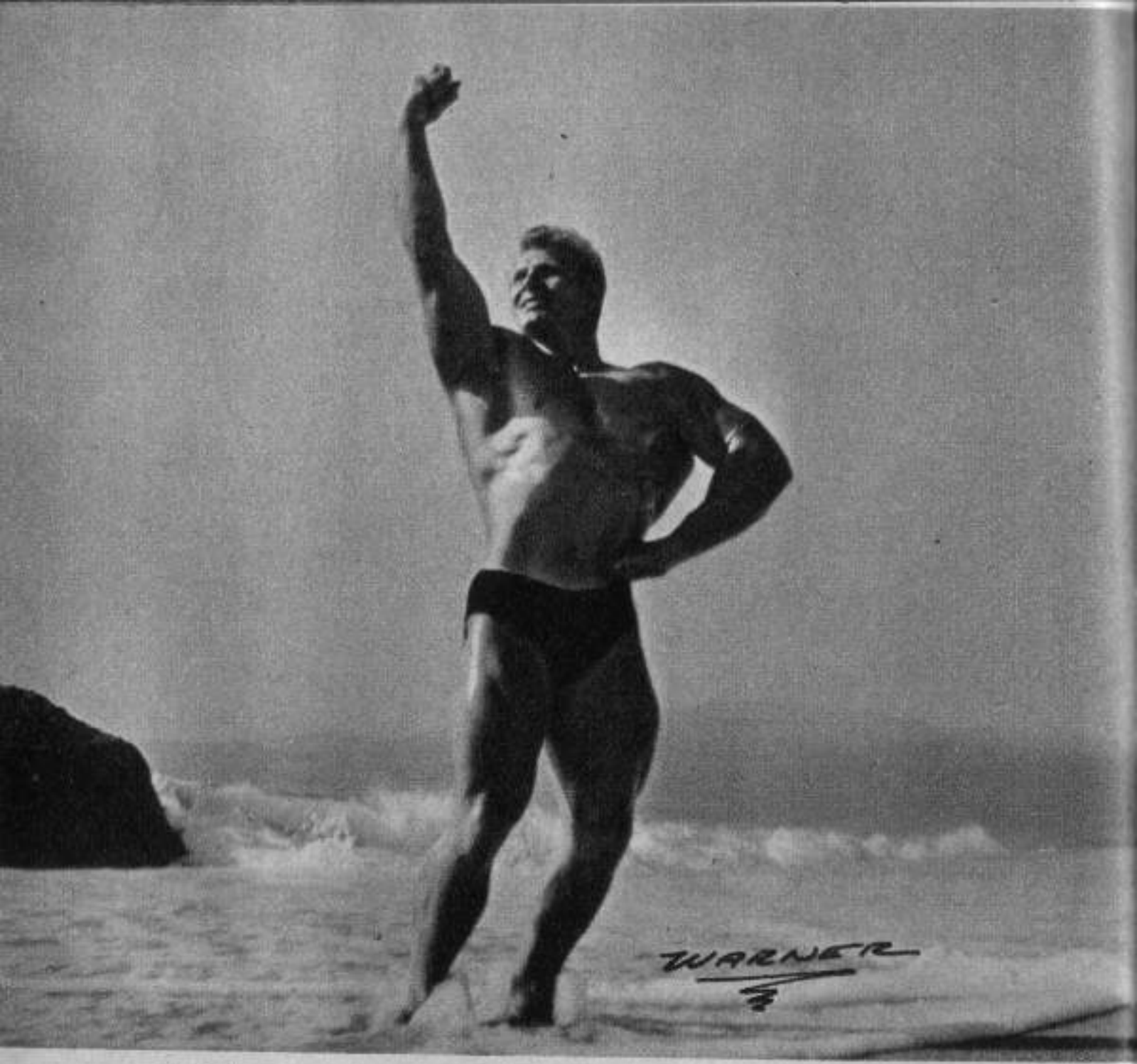
"Warning . . . danger ahead!"



HOWARD OLSEN and JACK HARRIS—Athletic Model Guild
A pose of double dynamite

HOWARD OLSEN and JACK HARRIS

Death in the afternoon



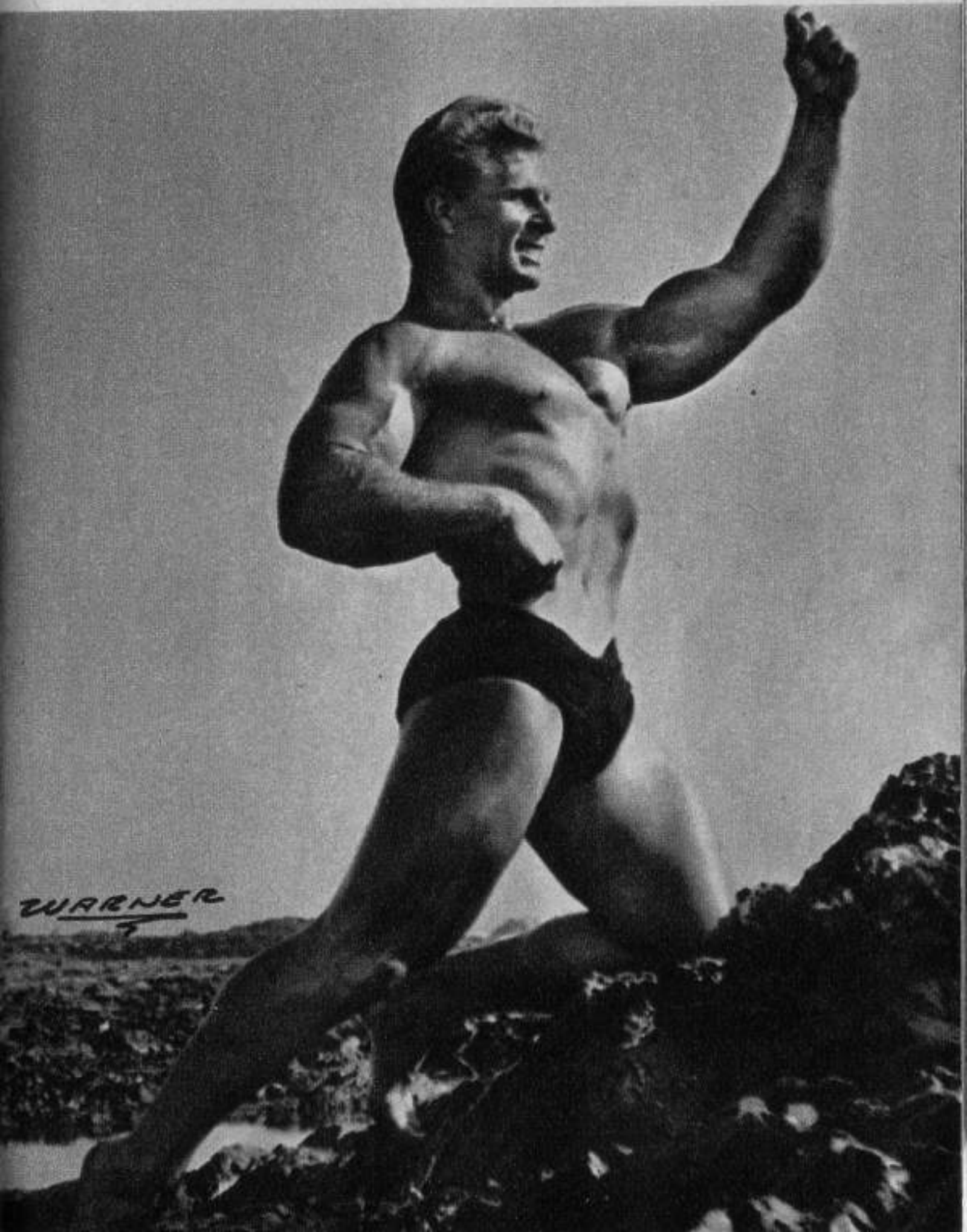
JACK DELINGER by Russ Warner
The cottony surf of the Blue Pacific

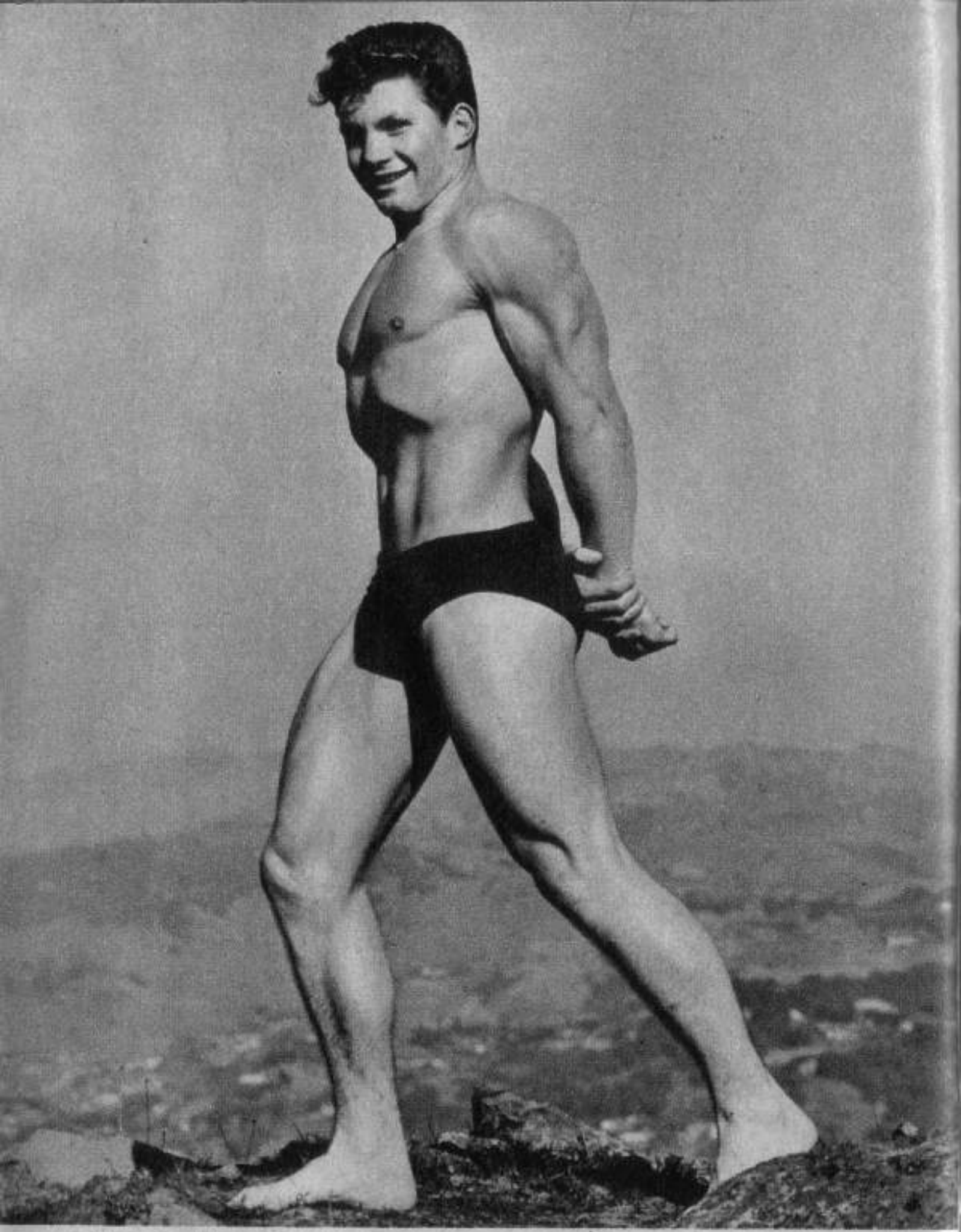
muscles, maestro-please!

Unlike virtue, fame is not its own reward. For to anyone who has finally reached the pinnacle of public acclaim there comes the dismaying knowledge that no longer does his personal life belong to himself alone. His worthiness as a champion is in direct proportion to the inspiration and practical help he returns to that medium which made him champion.

Our 1949 Mr. America, Jack Delinger, is a champion's champion in this respect. For no (*Continued on page* 60)

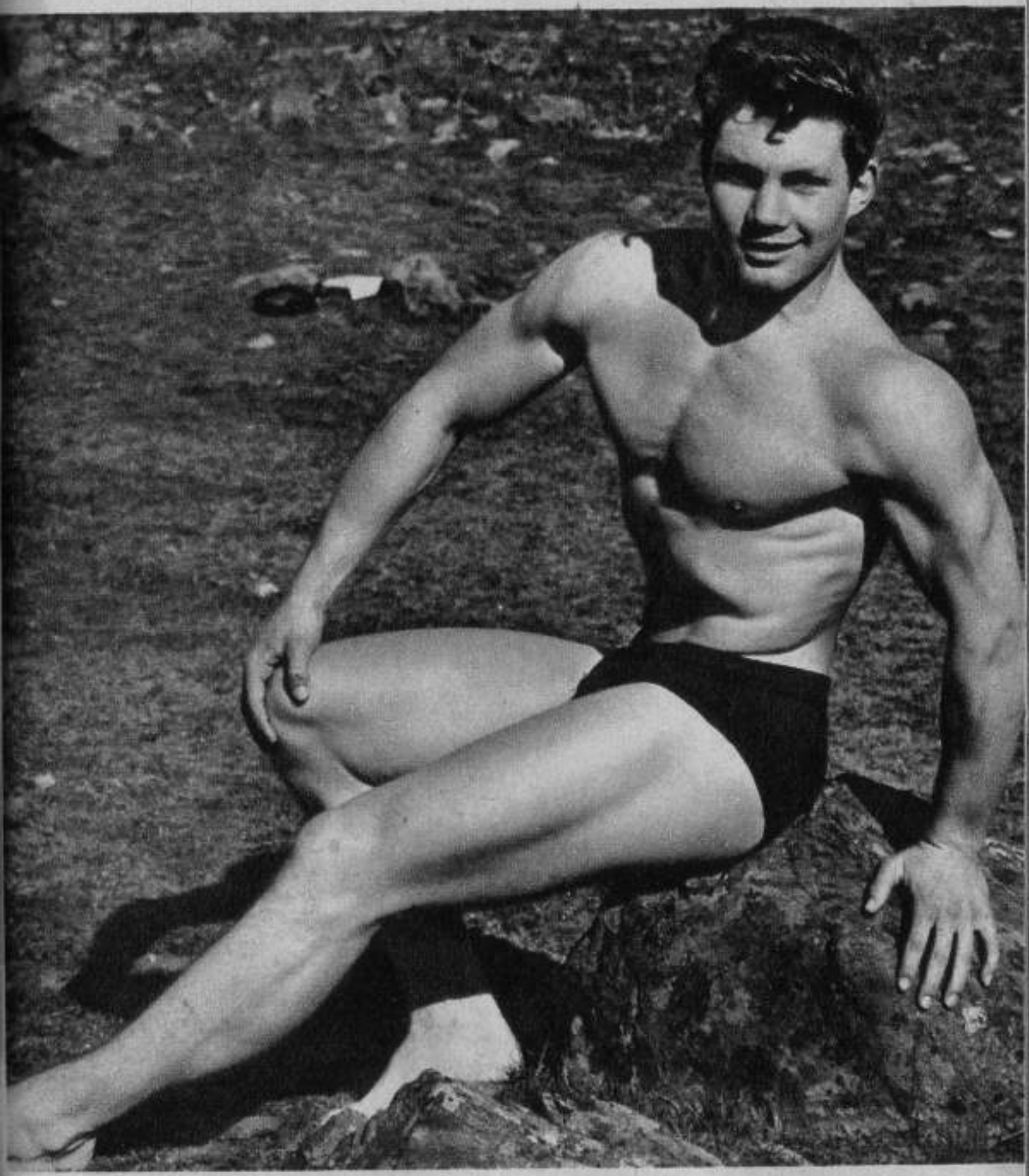
JACK HAILS AMERICA, THE BEAUTIFUL by Warner





BUD McPHERSON by Bob Delmonteque

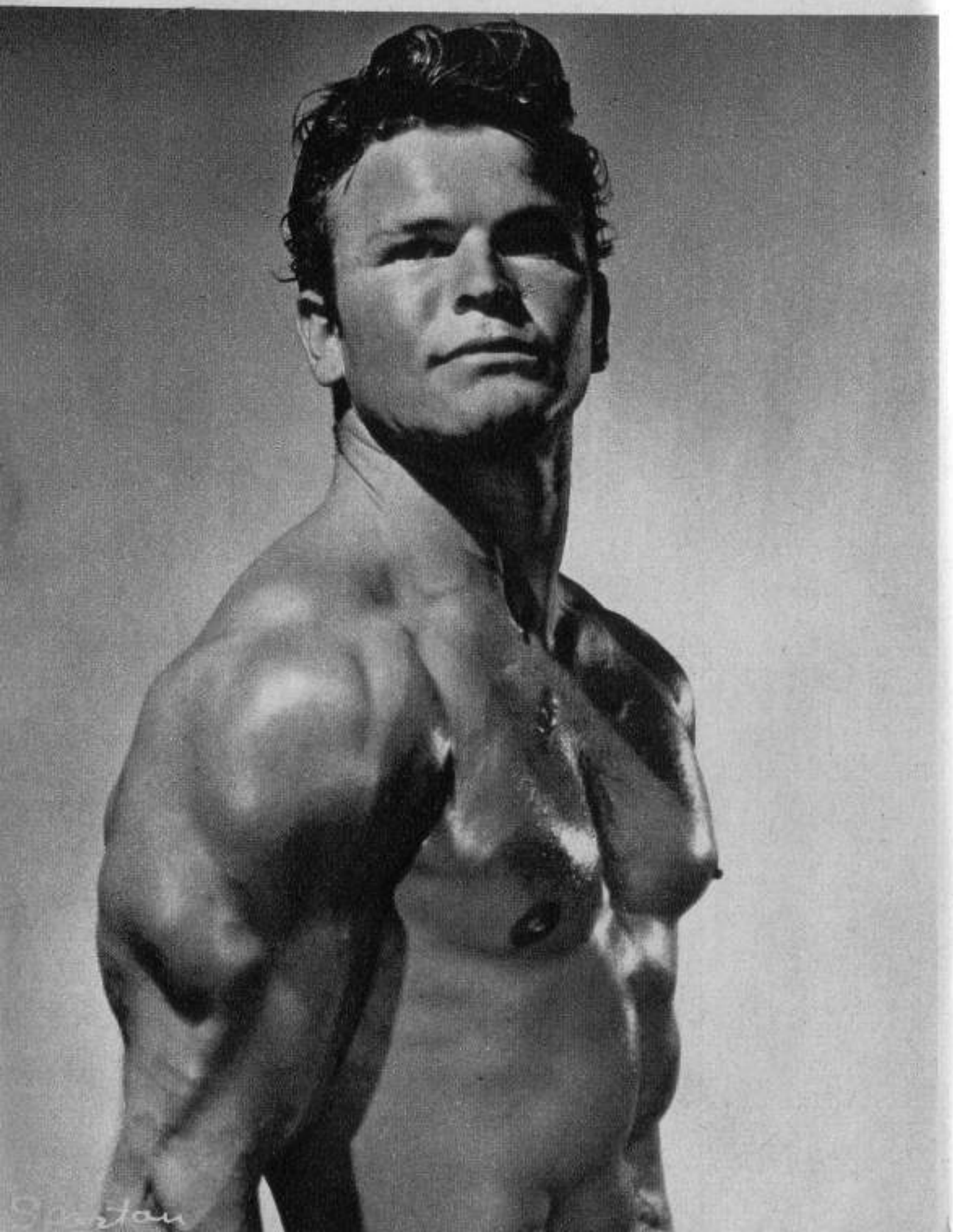
Worthy pupil of a worthy teacher



BUD DISPLAYS THE CLEAN LINES OF A CHAMPION

DON REYES by Spartan

132 Pound California Weight-lifting Champion



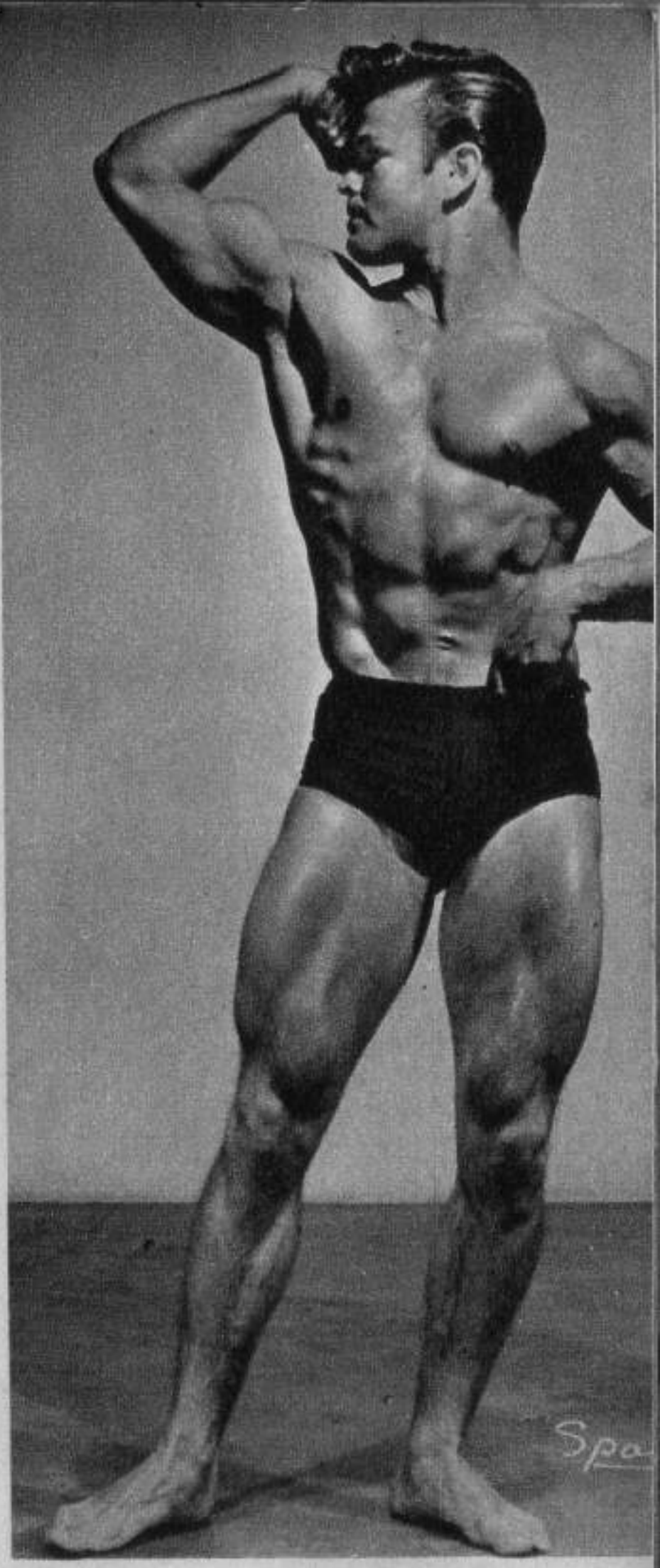
Meet Don Reyes

To the best of our knowledge these pictures of Don Reyes are his first solo appearance in any bodybuilding publication, yet you may have seen him many times in group pictures taken at weight-lifting meets.

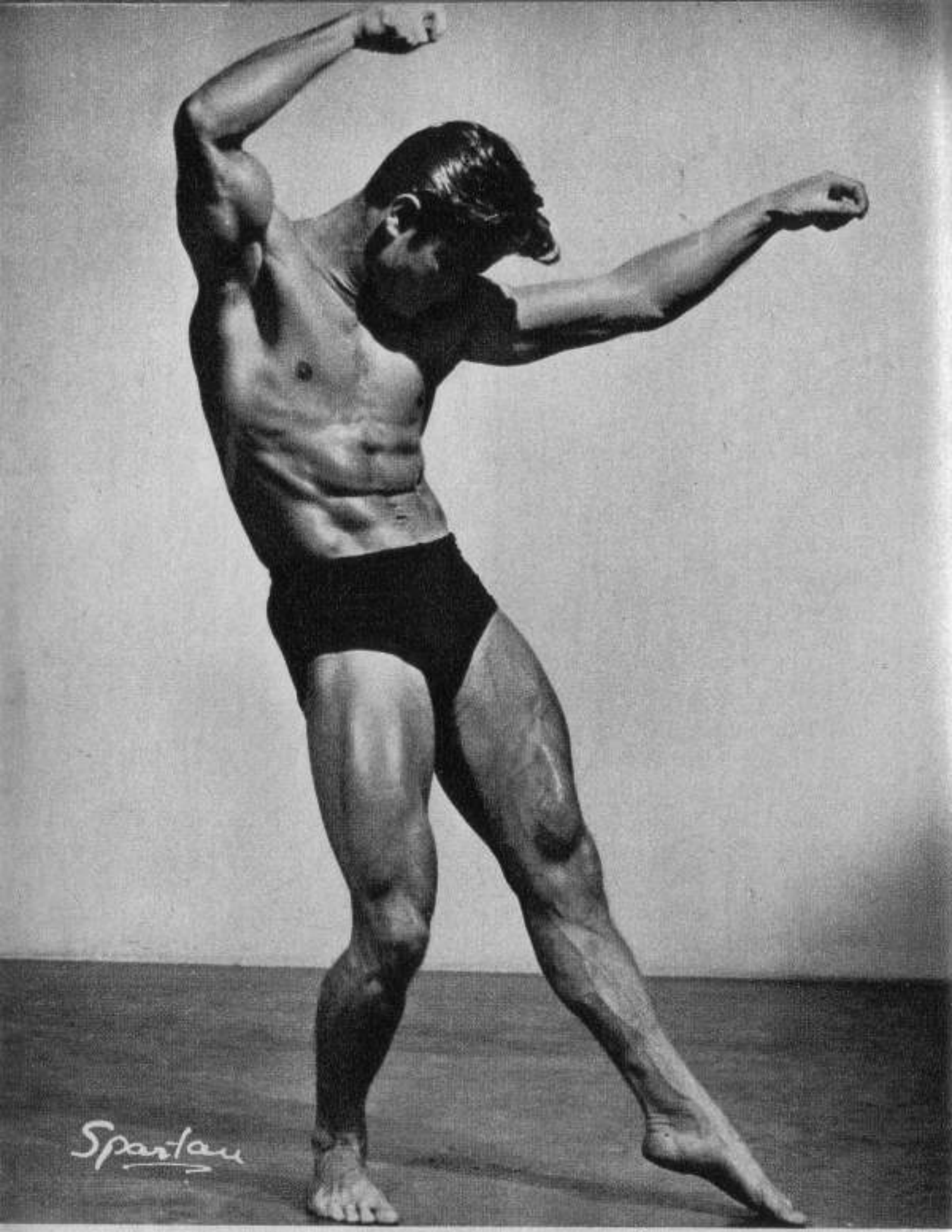
ADONIS is very proud to show you these fine studies of this young California power-packed athlete . . . proud to show you a physique developed to perfection through weight training alone.

Don is the California 132 pound champion lifter, who in his class has lifted 630 pounds, a figure that he expects to surpass very shortly. In these splendid photographs of him by Spartan you will see a young man of driving energy, of intensity of purpose, of compelling determination, and of machine-like power. Pow-

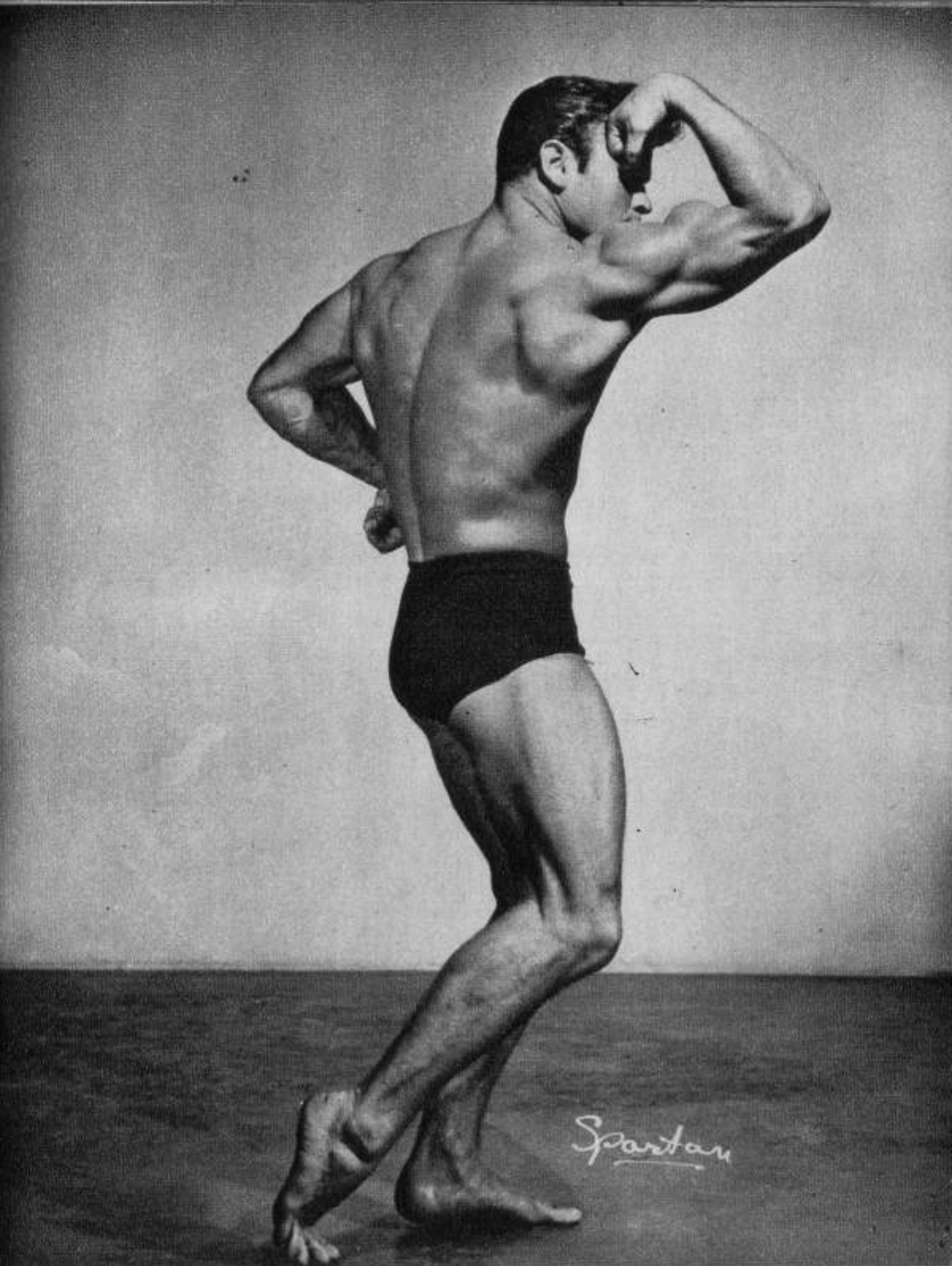
(*Continued on page* 52)



POWERFUL
IS THE WORD FOR DON



DON DISPLAYS HIS STURDY LEG DEVELOPMENT

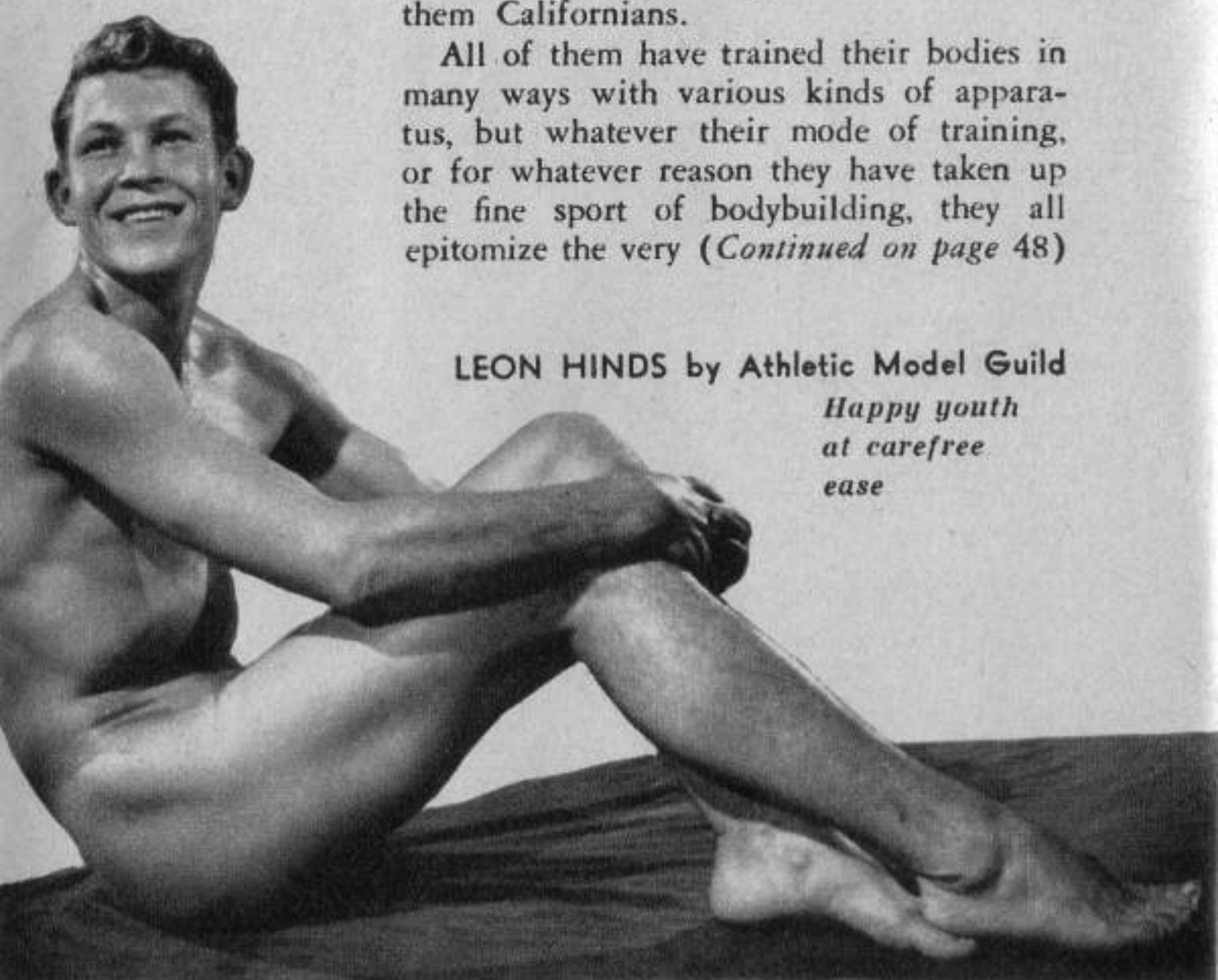


NOTE THE MIGHTY CONFLUENCE OF DELTOID AND ARM

californians all

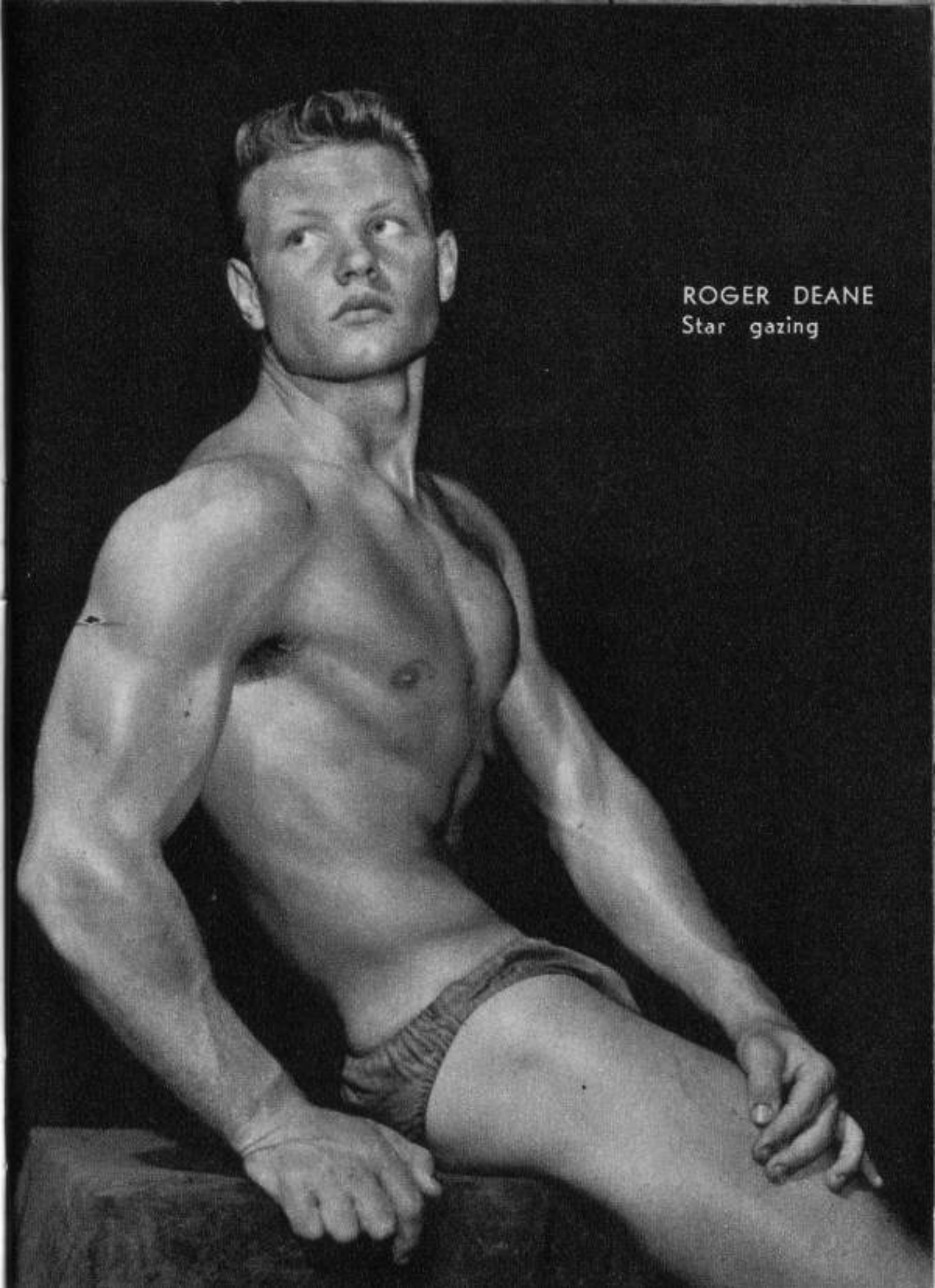
The golden sunshine of Southern California has always exerted a particular fascination for bodybuilders, and under its benign rays have been developed some of America's finest physiques. Such names as Ross, Reeves, Delinger, DuBois, and Brenner are well-known to all of us. But this month we would like to show you some of the new faces just making their first appearances in these magazines . . . all of them Californians.

All of them have trained their bodies in many ways with various kinds of apparatus, but whatever their mode of training, or for whatever reason they have taken up the fine sport of bodybuilding, they all epitomize the very (*Continued on page* 48)



LEON HINDS by Athletic Model Guild

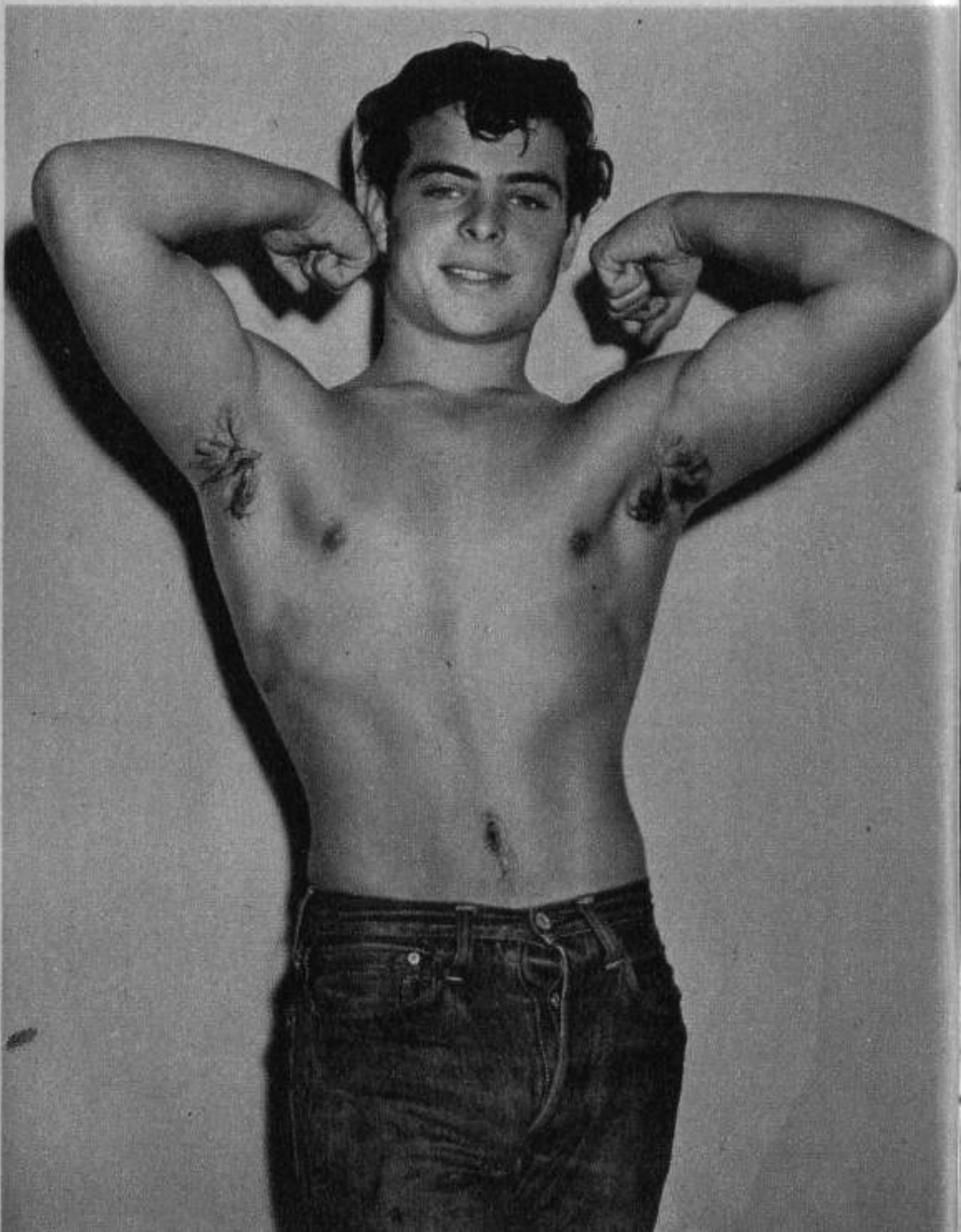
Happy youth at carefree ease



ROGER DEANE
Star gazing

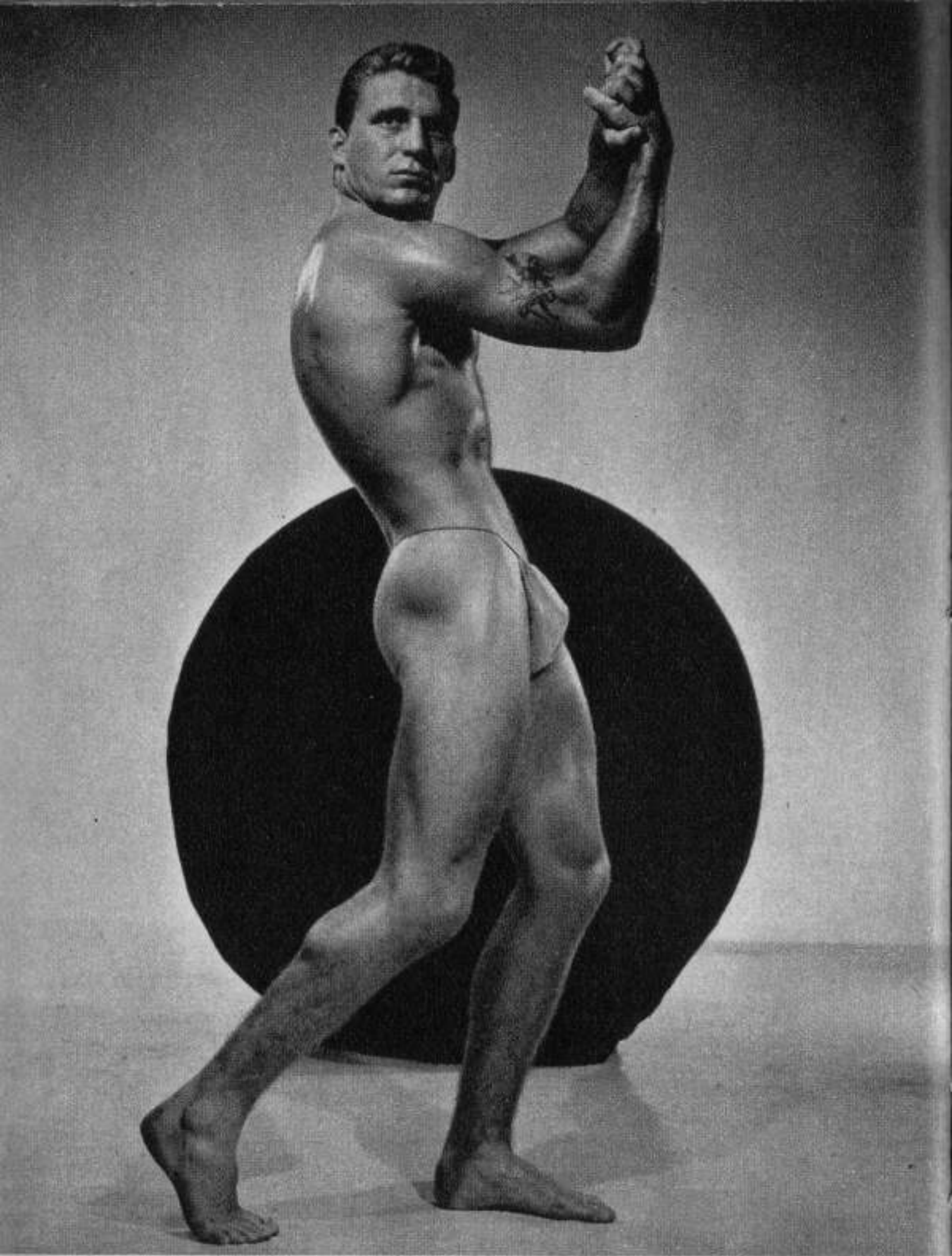
LARRY NAVIS

"Oh the life on the ocean wave"



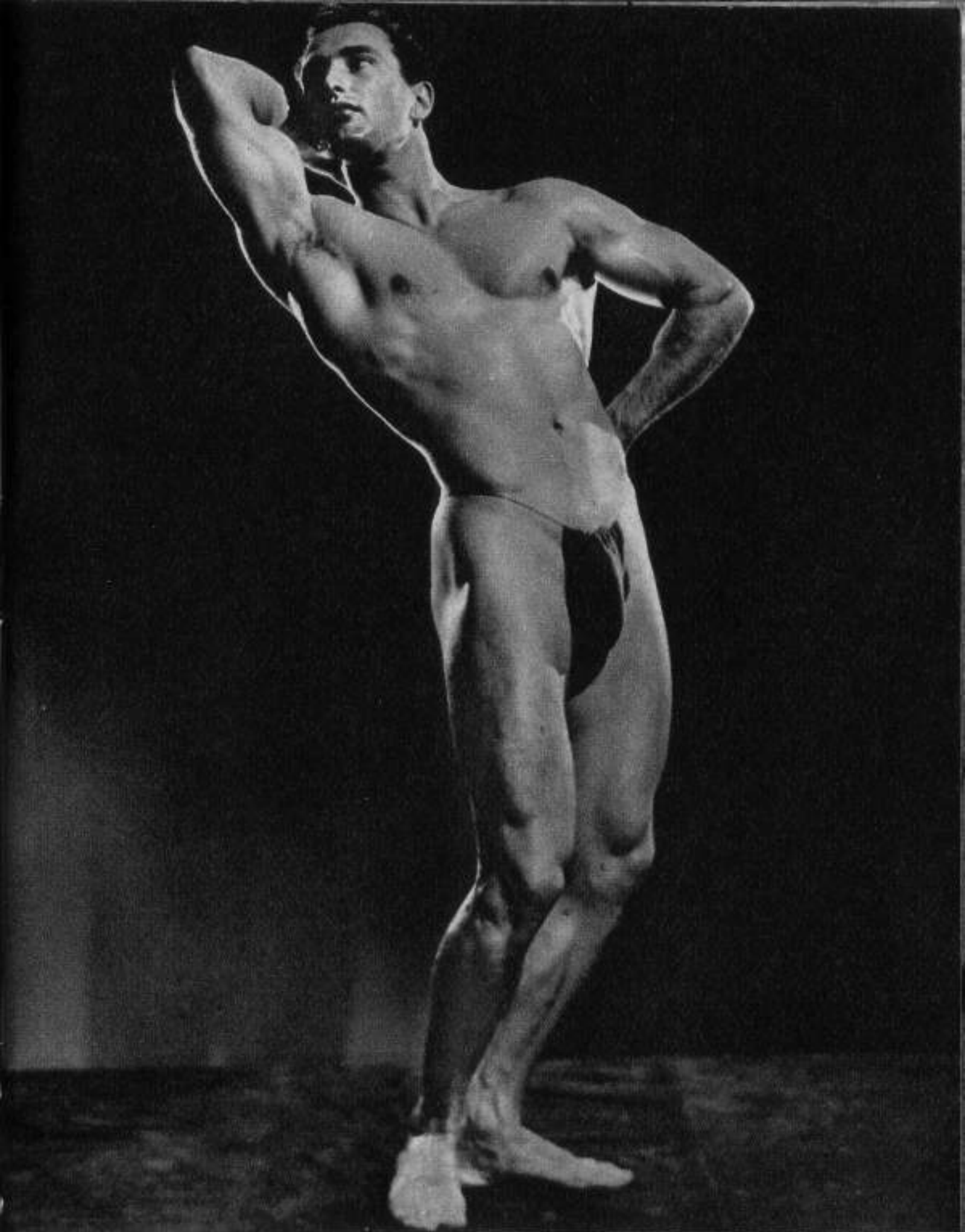
ARNIE PAYNE

Encore for Arnie



BILL TERRY

Supple is the word for Bill



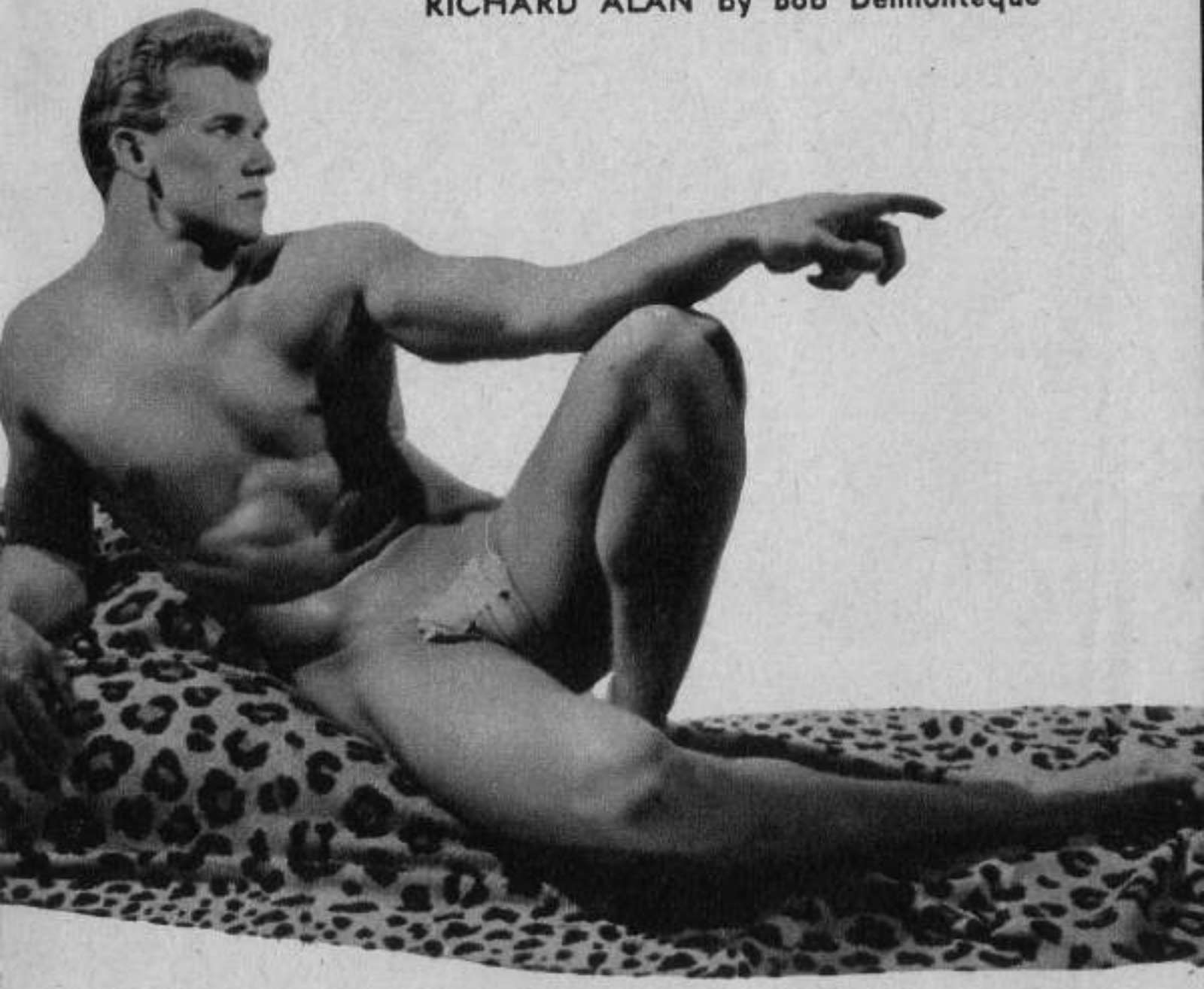
JACK HARRIS

"Fireman save my child"

GLENN BISHOP by Bob Delmonteque

Golden Boy Of The Golden Strand

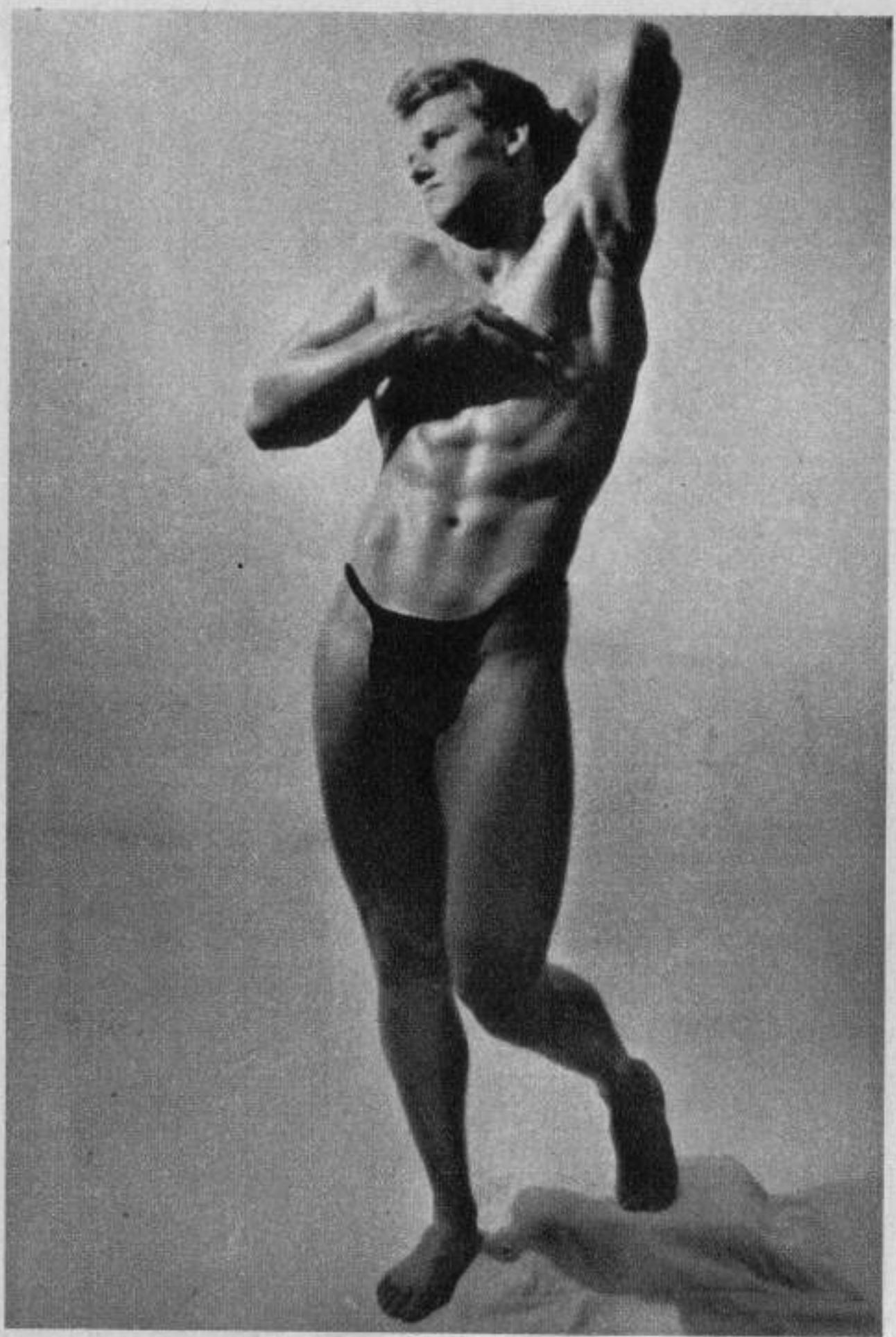
RICHARD ALAN by Bob Delmonteque



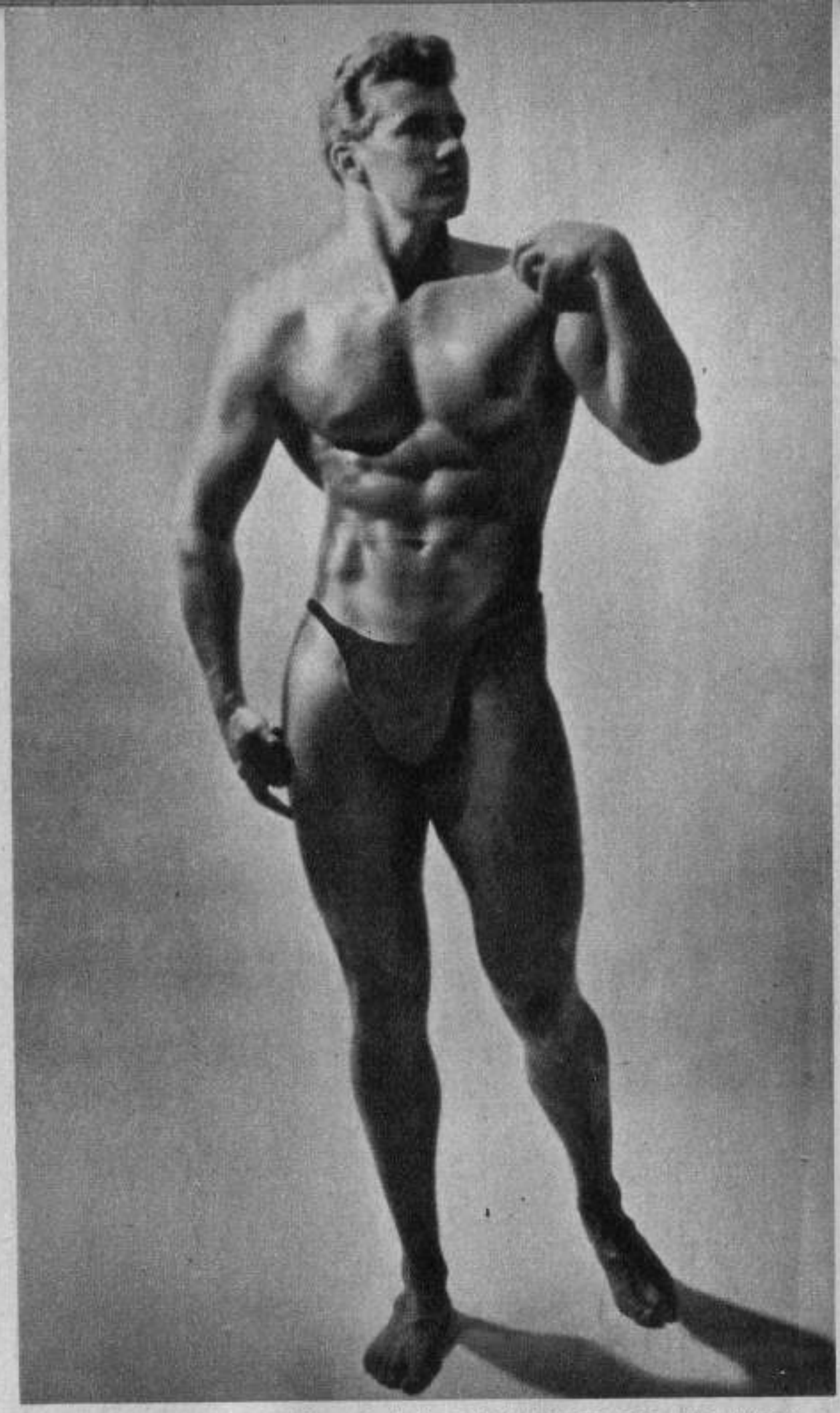
A Statue Comes to Life

In the art of posing the model may elect to be either creative or imitative. In creative composition he may choose to improvise upon a theme, to suggest some mood or whim of the moment . . . or if he is very gifted he tries to project in pantomime some great emotion, some soul-stirring experience, or some wordless inner struggle or need.

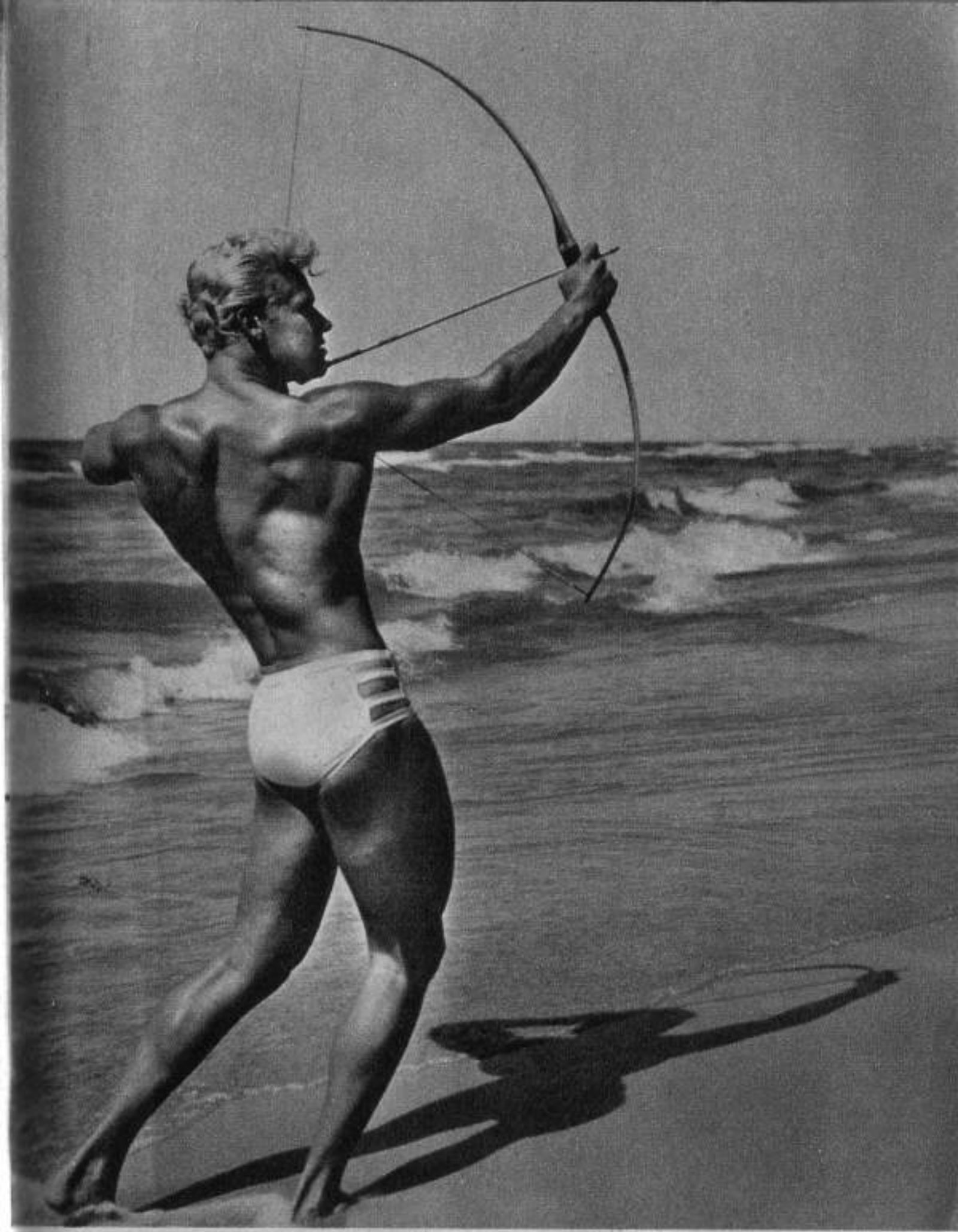
The less intense model may be interested only in the display of his musculature in (*Continued on page* 44)



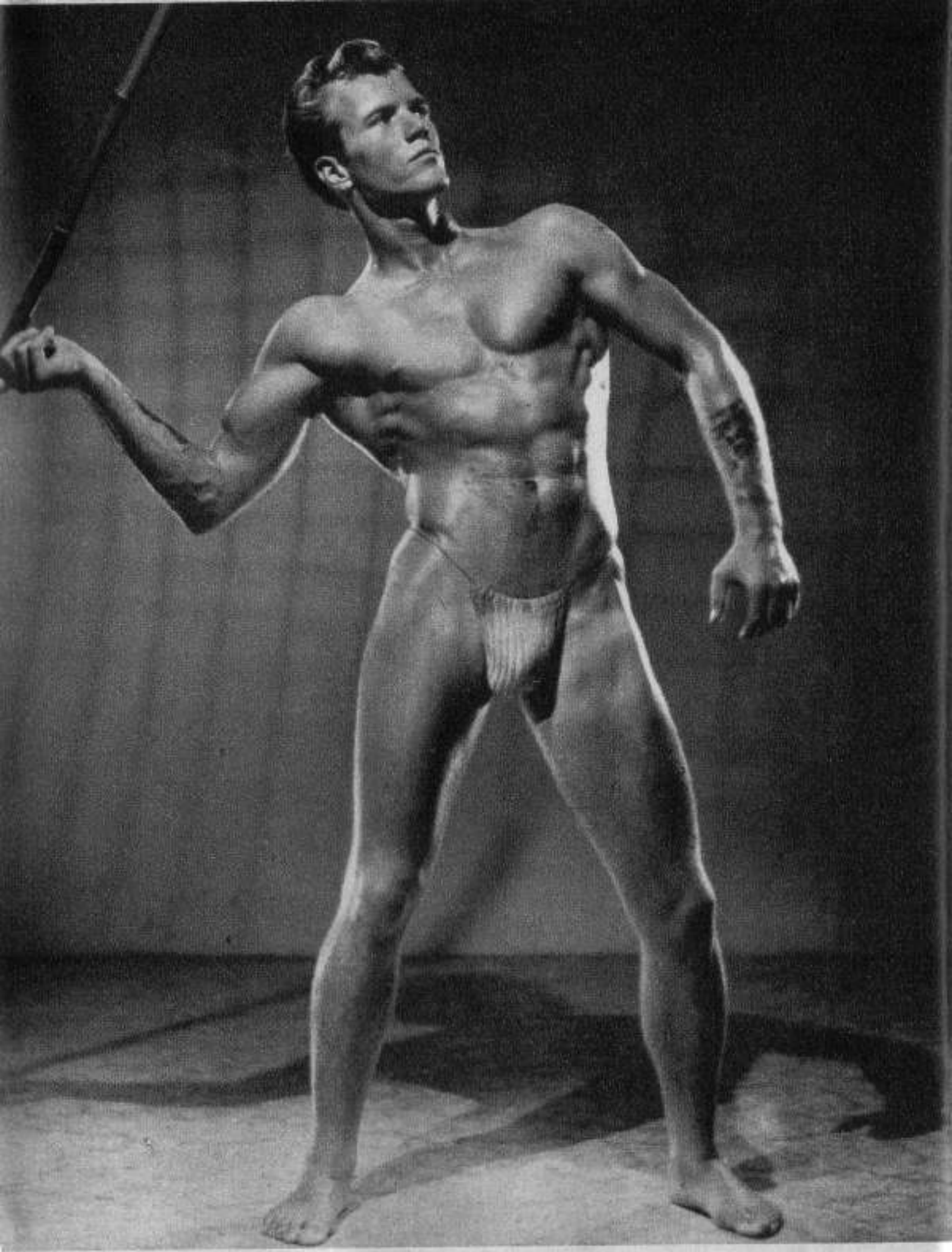
A STATUE COMES TO LIFE



RICHARD ALAN AS MICHELANGELO'S "DAVID"

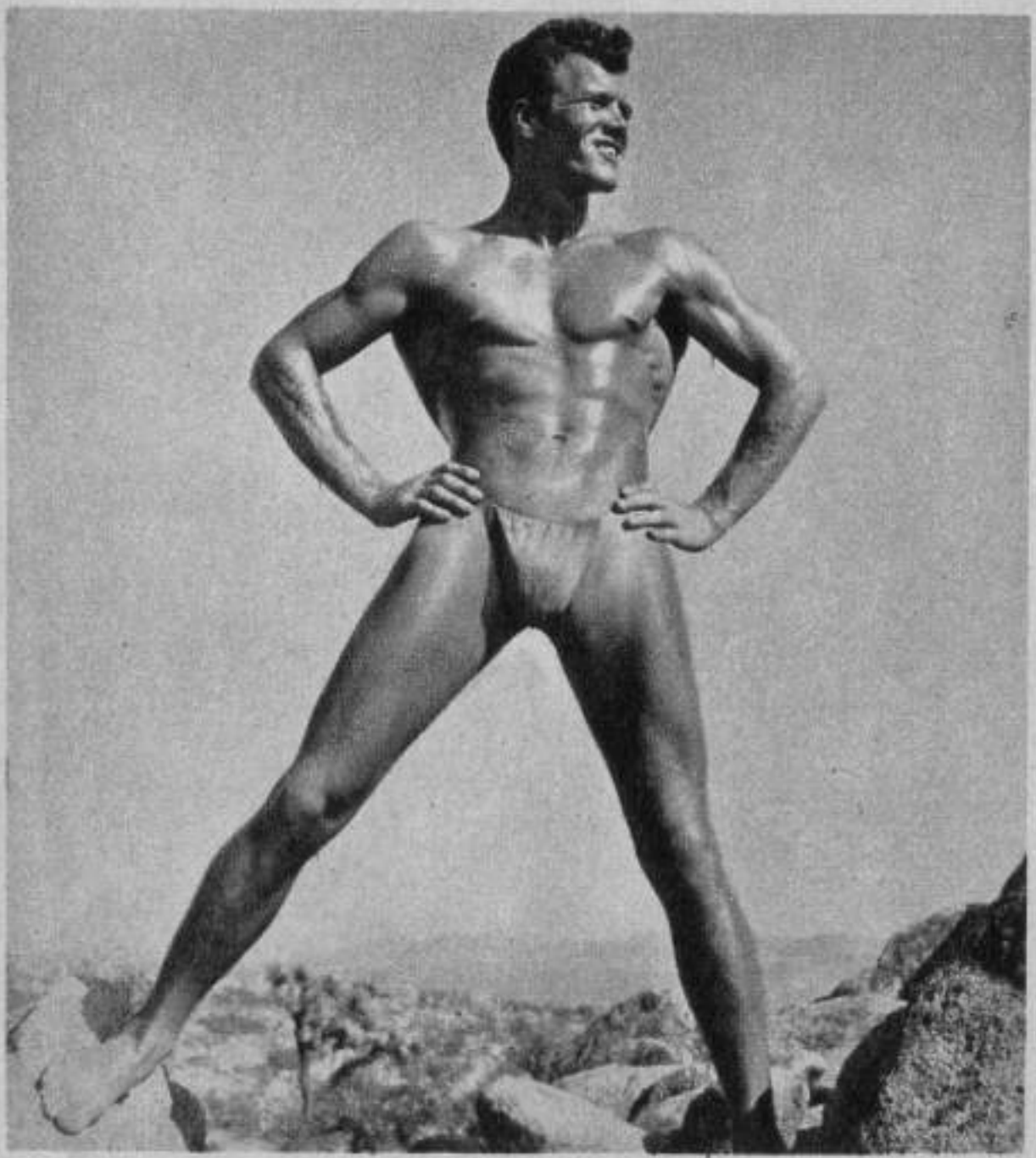


A NEW TRANSLATION OF AN ANCIENT SUBJECT



BILL EDISON by Athletic Model Guild

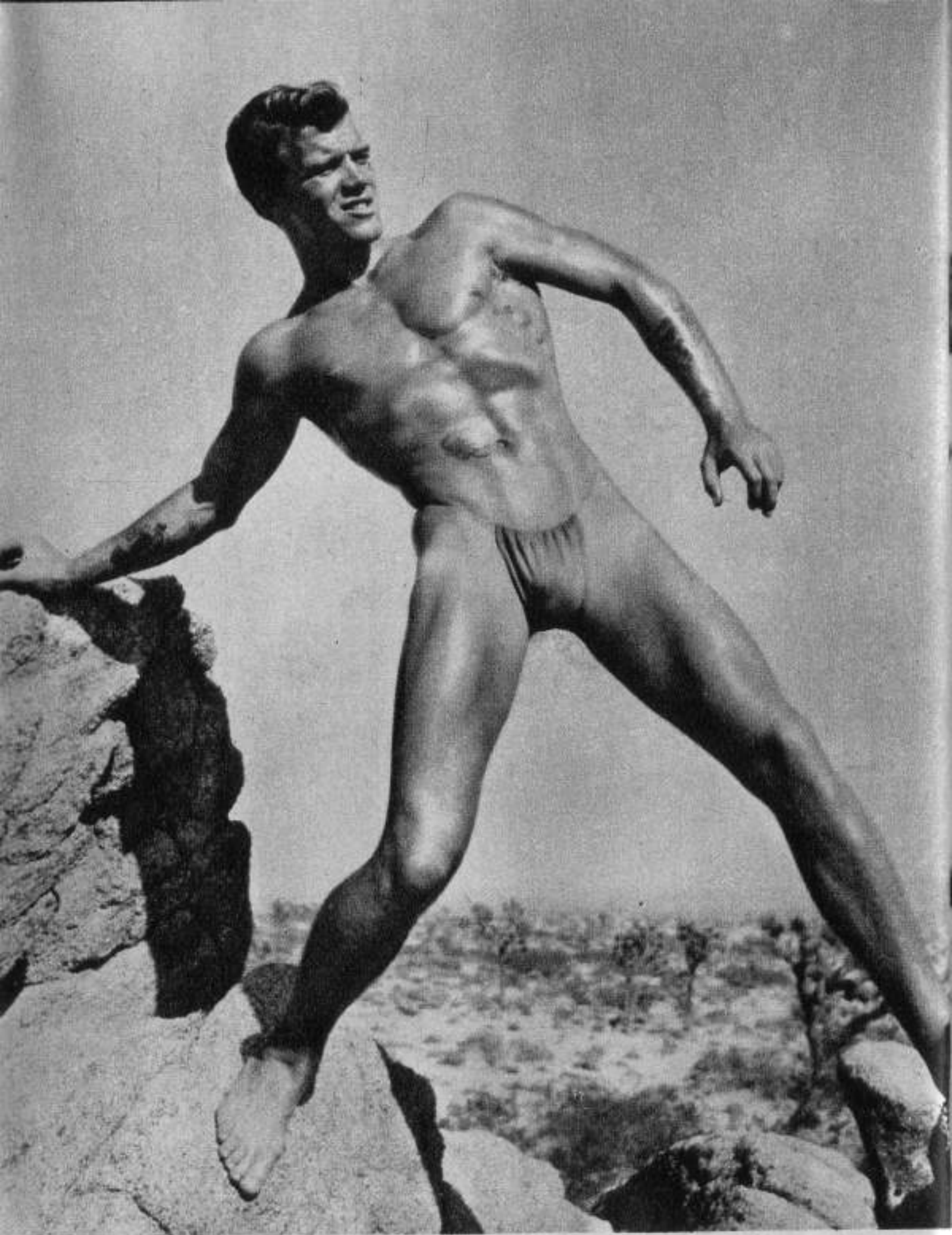
"Spears, grenades, or forward passes . . . Bill tosses 'em all!"



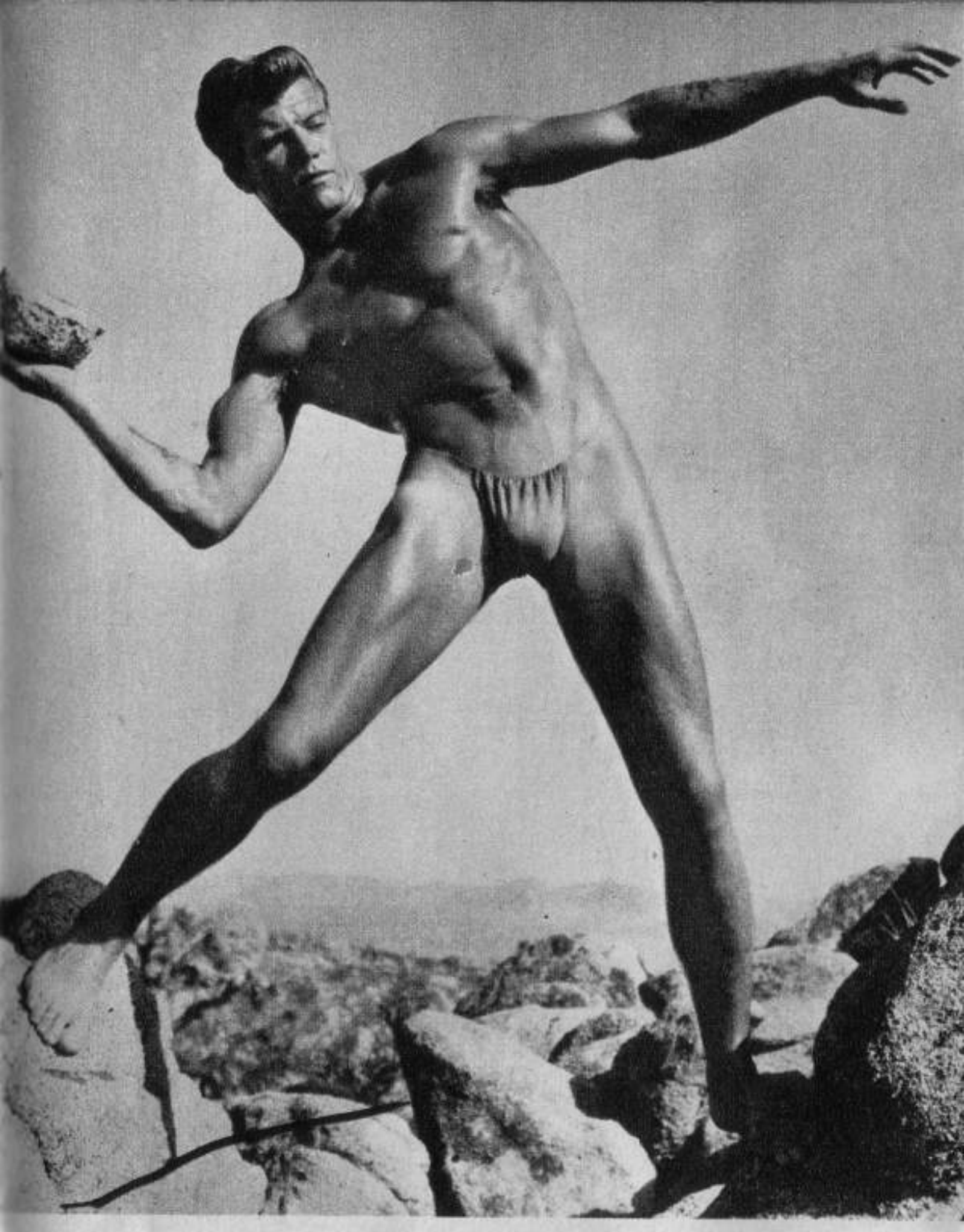
EXULTATION

"D-MAN" Ranking high on that list of perilous pursuits is that particular brand of naval endeavour . . . underwater demolition. The gentlemen who go down to the sea in ships are forever honored for their bravery, but such a special breed of men is necessary for underwater demolition that only the bravest, the most superbly conditioned, the most daring, and the most even tempered men are entrusted with these dangerous missions.

Such a man is 21-year old Bill Edison of California. Bill is a young giant standing (*Continued on page* 52)

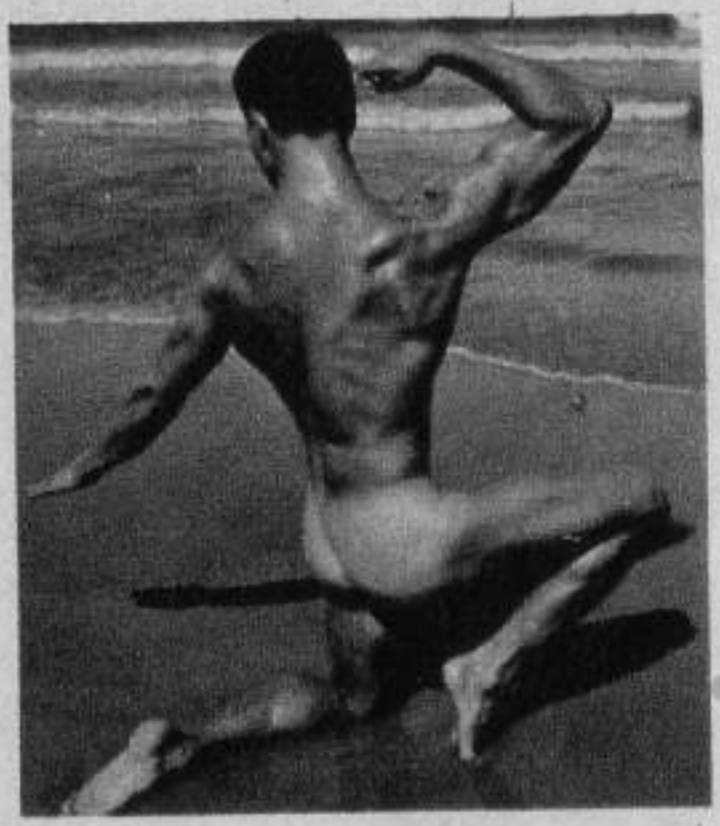


SHADOW ON THE HILLS



THE STRENGTH OF THE HILLS

Bob Delmonteque Studios
Presents
"CAMERA ANGLES"



CATALOG B, features four exceptional physique models, captured by the camera in a series of unusual 'camera angle' poses. Price $1.00.

MODERN APOLLO, featuring physique stars, Glenn Bishop, Vic Siepke, Dale Curry, Bob Delmonteque, and many others, in beautiful 70 page, plastic bound photo album, priced attractively at $4.98 a copy.

MODERN PHYSIQUE, containing 40 pages of inspirational photos of Bob Delmonteque, priced at $3.00 a copy.

(Special: Both Books, Ordered Together—$7.00)

1955 Art Calendar.....$1.95
10-35 MM Physique Slides.....$5.00

Order from:
BOB DELMONTEQUE STUDIOS
Box 5036 Eastmont Station
Oakland 5, California

A Statue Comes To Life

(*Continued from page* 36)

its most pleasing contours and harmonious balance . . . and this is also a form of creative composition.

But the man who does imitative posing needs not only an equal talent for his art, but also a body comparable to the masterpiece he seeks to imitate. Such a man is handsome Richard Alan of the University of Michigan.

Working *en rapport* with an equally gifted cameraman, his friend Bob Delmonteque, Richard has given us some noteworthy essays in imitative posing. He has taken as his subjects some of the great masterpieces of sculpture and painting, and in duplicating the pose he has given us not only perfect line-by-line translation of the original, but has imbued each study with his own wealth of personality and particular quality of aliveness.

We are indebted to these fine young artists for their contribution to the art of posing, and for re-creating in all of us an awareness of the magnificence of the original artist and model.

1

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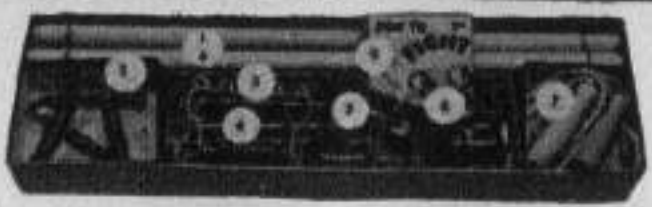

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Dynamic Duals

(*Continued from page* 16)

there being no referee to this match we'll just call it a draw, and pass on to photograph #4, another duel in the sun in which Bud Young is trying to finish off his opponent with some Oriental shenanigans, but in photograph #5 that same opponent, Mr. Jim Lewis is turning the tables on Mr. Young, putting him out of commission with a well-known football tactic.

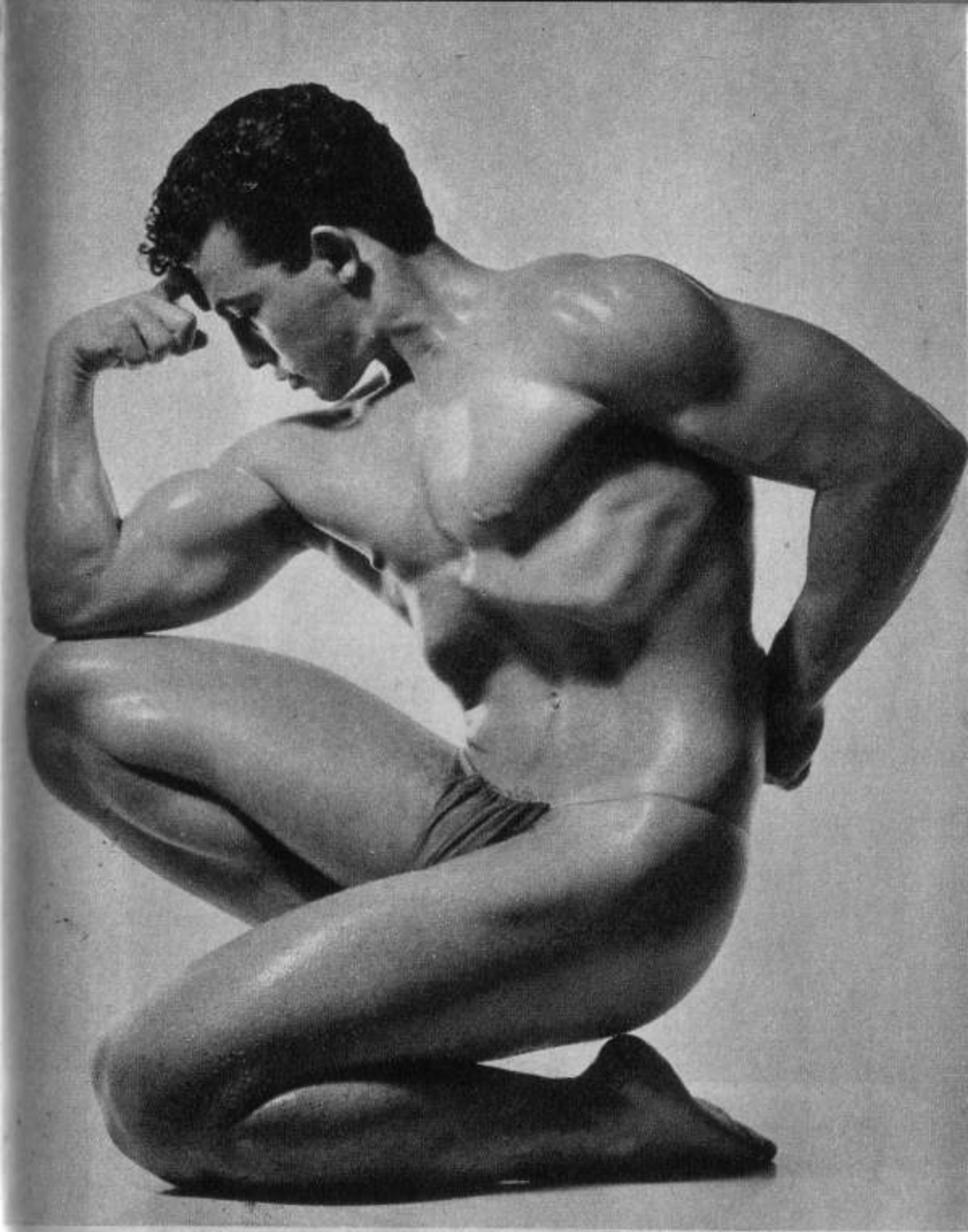
The dry desert background, the warm sand, and lonely cactus tree make a superb setting for these exceptionally good dual poses.

All photos by ATHLETIC MODEL GUILD

Magic Is The Name Of Bishop

(*Continued from page* 12)

Posed with the guileless simplicity that bespeaks the true artist, Bob conveys to us the sense of detachment from the world, and the contemplation of things unseen-unknown, qualities needed and understood by those who give us tomorrow's masterpieces.



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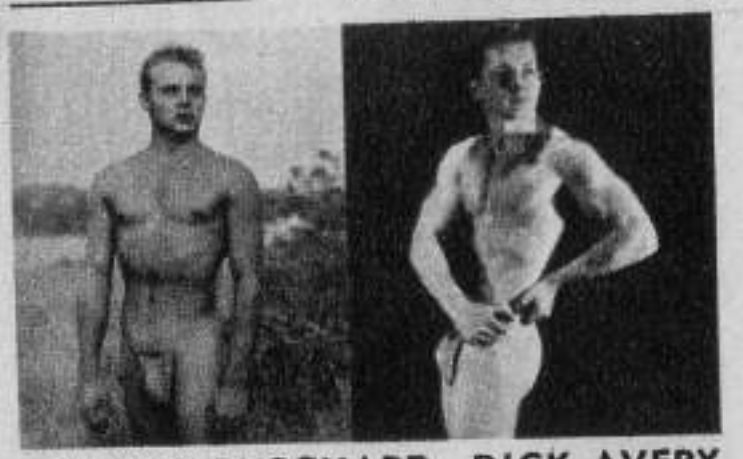

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Californians All — Americans All

(*Continued from page* 28)

essence of good health, good sportsmanship, and good fellowship.

The candid camera of the Athletic Model Guild has captured these six young men in a variety of moods and situations . . . at leisure, at play, at repose.

Leading our California caravan is Leon Hinds, 22 year old blond giant, who has obtained his splendid development by means of strenuous activity on a farm.

The lithe gent with the enviable waist is 20-year-old Bill Terry, also a former service man (Marines), who credits football for his outstanding development.

Taking a moment off from swabbing the deck is Larry Navis, a 19-year-old lad whose favorite exercise system is gymnastics.

Arnie Payne has dropped in on ADONIS before, but this is such a nice pose of 15-year-old Arnie we could not resist passing it on to you.

Jack Harris, a member of

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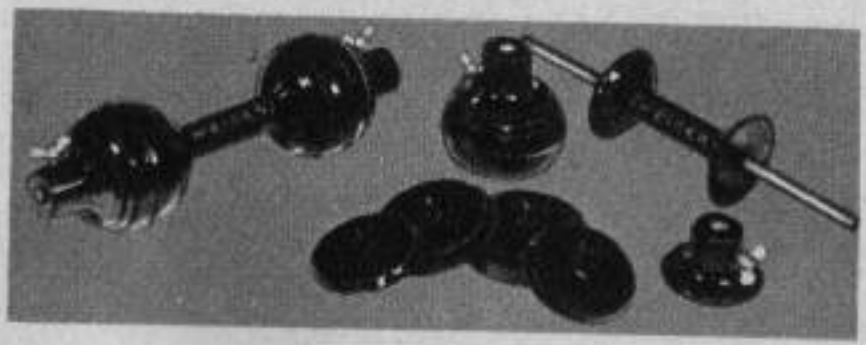

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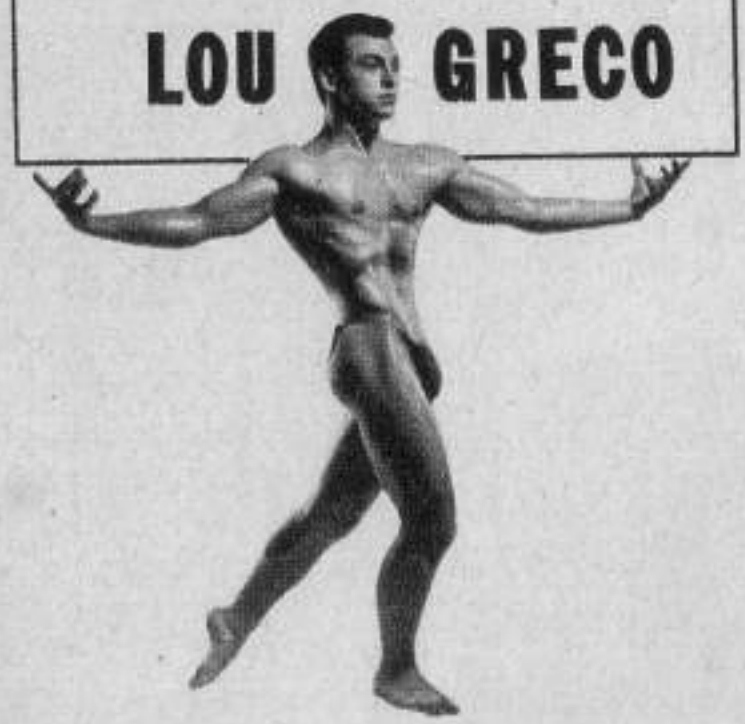

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the L. A. Fire Department shows his magnificent physique to good advantage in this studio shot . . . and concluding our gallery is an 18-year-old movie extra, Roger Deane, who not only trains his own body . . . but altruistically assists others in developing their own.

The Tailored Torso

(*Continued from page* 9)
that ancient bromide that "clothes make the man".

ADONIS is indebted to the dean of gym instructors, Siegmund Klein for sending us these candid shots of Steve. They represent America's ideal physique as he appeared dressed for a party . . . one of Klein's famous "at homes"; as he is dressed for a wintry New York day; and to clinch the argument that he fully deserves the title, "America's Best-Dressed Athlete", we show you Mr. Everything as he works out at Klein's gym. You will note that even in the midst of toil and travail Steve Reeves is still a vision of sartorial splendor.

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"D-Man"

(*Continued from page* 41)

5′ 11″ and weighing in at 173. His massive chest of 45 tapers neatly to a tiny waist of a mere 29 inches.

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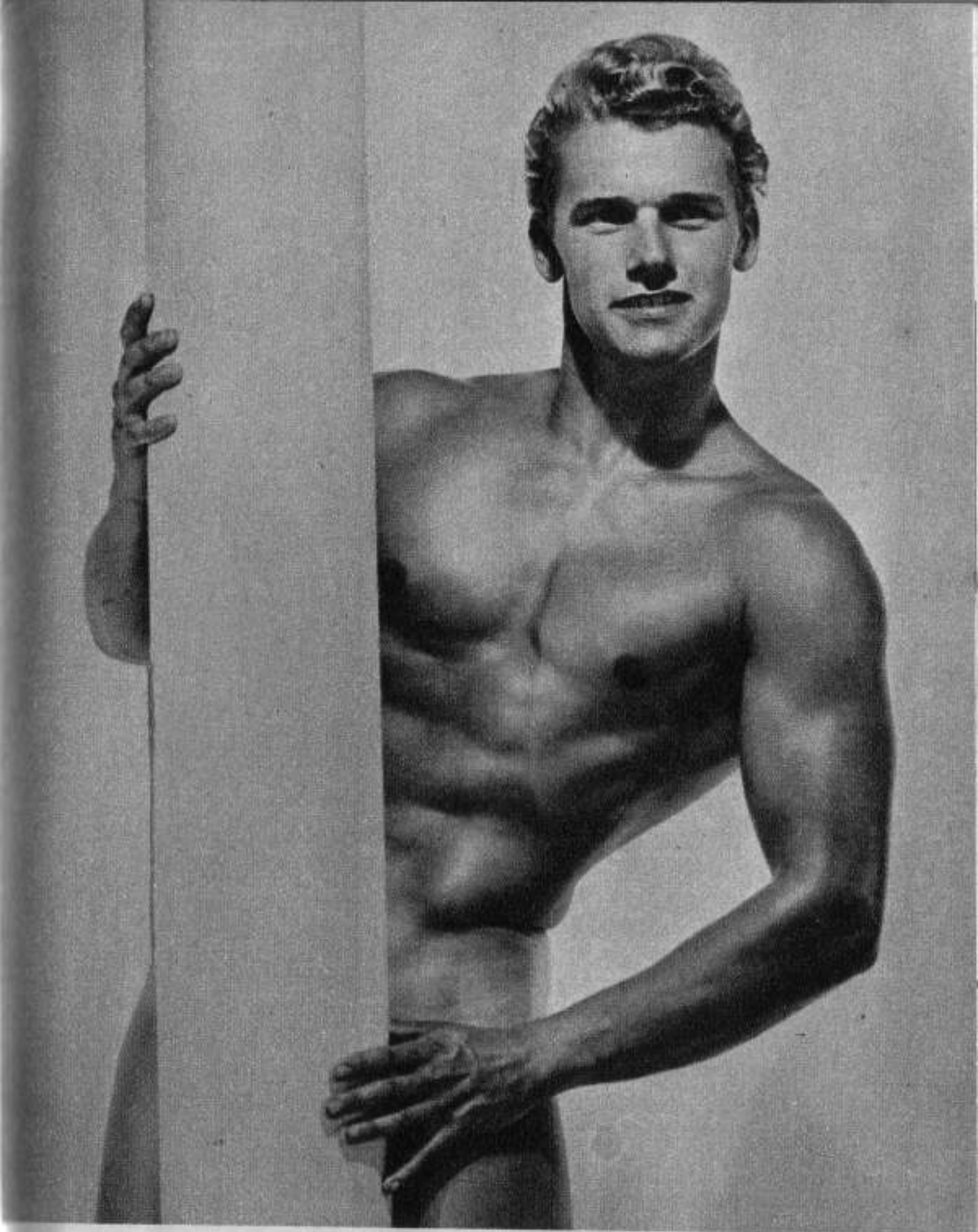
Photos of BILL EDISON by ATHLETIC MODEL GUILD

Meet Don Reyes

(*Continued from page* 25)

er oozes from every pore of Reyes like a relentless driving force.

With all the misinformation that weight-lifting makes you muscle-bound, we invite your attention to



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Foreword

(*Continued from page 3*)

ber the famous bodybuilder, Gene Jantzen, whose articles have appeared in the Weider Publications over the years. Gene wrote a wonderfully inspiring poem which he titled "HIGH WINDS ARE FOR EAGLES" . . . and no truer words were ever spoken. The high winds of Autumn are for the brave and the strong . . . for the man of broad vision who has the courage to fight for his dream. They are for builders who plan and carry out their design for happier, fuller living.

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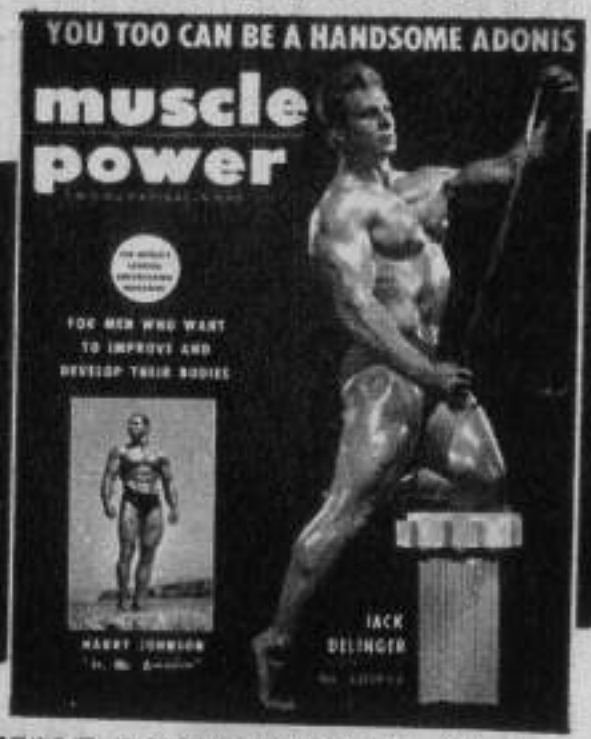
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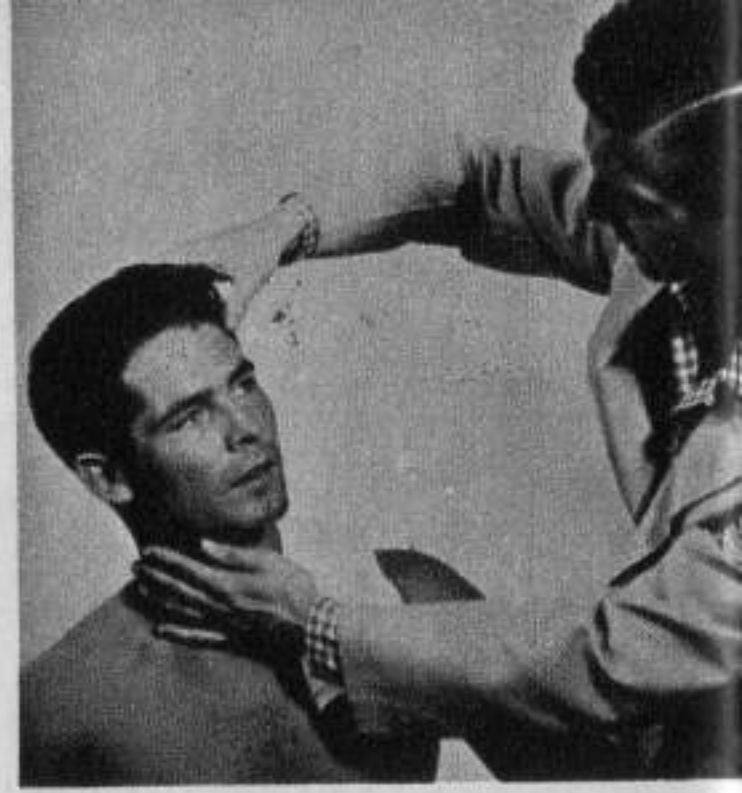

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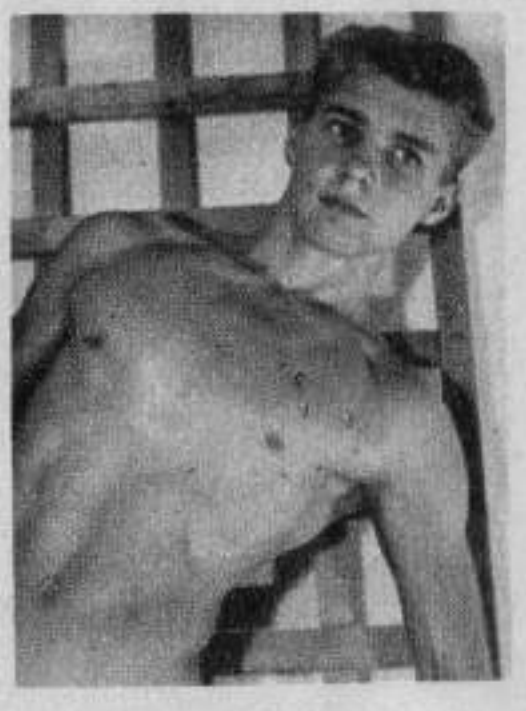

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Joseph Weider

Norm Tousley — A Modern Classic

(*Continued from page 5*)

In our January issue of BODY BEAUTIFUL we have a special treat for admirers of the Tousley physique. Hal Warner, editor of BB has prepared a translation of another of Giles de Regnier's poems, "THE HAPPY, HAPPY TIME", and he, Bob Delmonteque, and Norm are collaborating in illustrating the poem with some of the most remarkable outdoor photography of our time. Look for it!

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Muscles, Maestro — Please!

(*Continued from page* 20)
sooner had he won the title than he set out to publicize and to aid and to seek new recruits for the world's fastest-growing sport, bodybuilding. Jack himself is a constant source of inspiration to those who know him, because he is one of the rare champions who constantly strives to improve upon perfection. Never content with his physical accomplishments, Jack shows in his frequent photographs that his search for new truths in the science of muscle building has been handsomely rewarded.

That he has the ability to pass along his inspiration and discoveries to others is graphically shown in these photographs of Bud McPherson, one of Jack's pupils. If you will compare the studies of Jack and Bud, you will discover that facially they are alike to a notable degree. Bud already has the look of a champion upon him . . . a dynamism, a strength of face and figure, a symmetry of line and muscular proportion that spell Mr. America, 19—?

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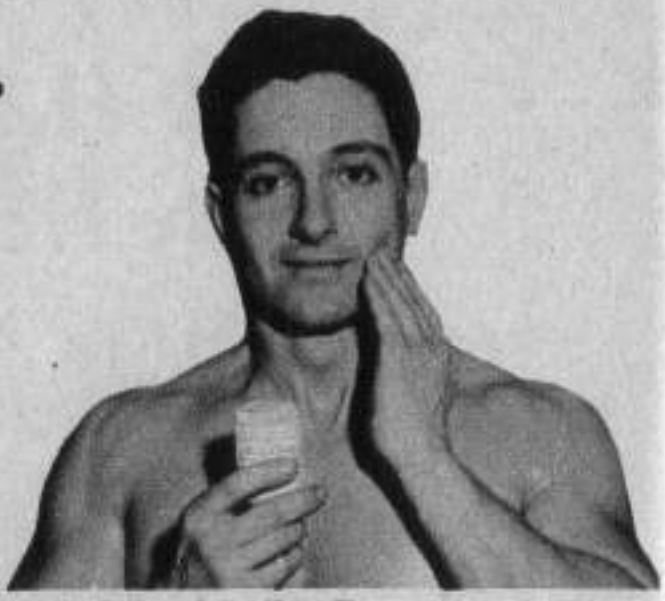

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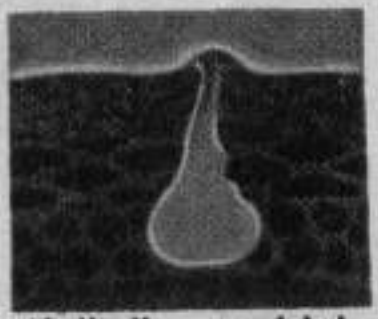
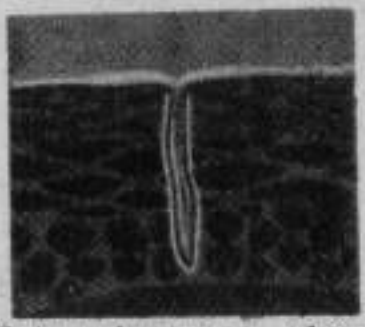
Don't suffer the embarrassment of a blotchy, erupting skin another day! An offensive complexion ruins your chances for social fun, business advancement;—makes you feel inferior, nervous, emotionally upset. Now, all this humiliation can be avoided. You can clear up skin imperfections, improve your looks, rid yourself of ugly blemishes once and for all if you send for a Weider Clearskin Kit today. Don't worry if you have failed before—this product is new, exclusive GUARANTEED to work or your money back!

DIAGRAM SHOWS TRIPLE-ACTION BENEFITS



1 Medically pure lubricants soften surface dirt and crusty scales.

2 Germicidal ingredients penetrate deeply, combating infectious germs.



3 Astringents close pores, soothe skin membranes, make face smooth, soft.

USE THIS HANDY COUPON

Weider Clearskin, A
16 Hopkins Ave.,
Jersey City, N. J.

I enclose $3.98. Rush me my Weider Clearskin Kit. I understand I must see improvement in 10 days or my money will be refunded.

Name .....

Address .....

City .....Zone ....State ....

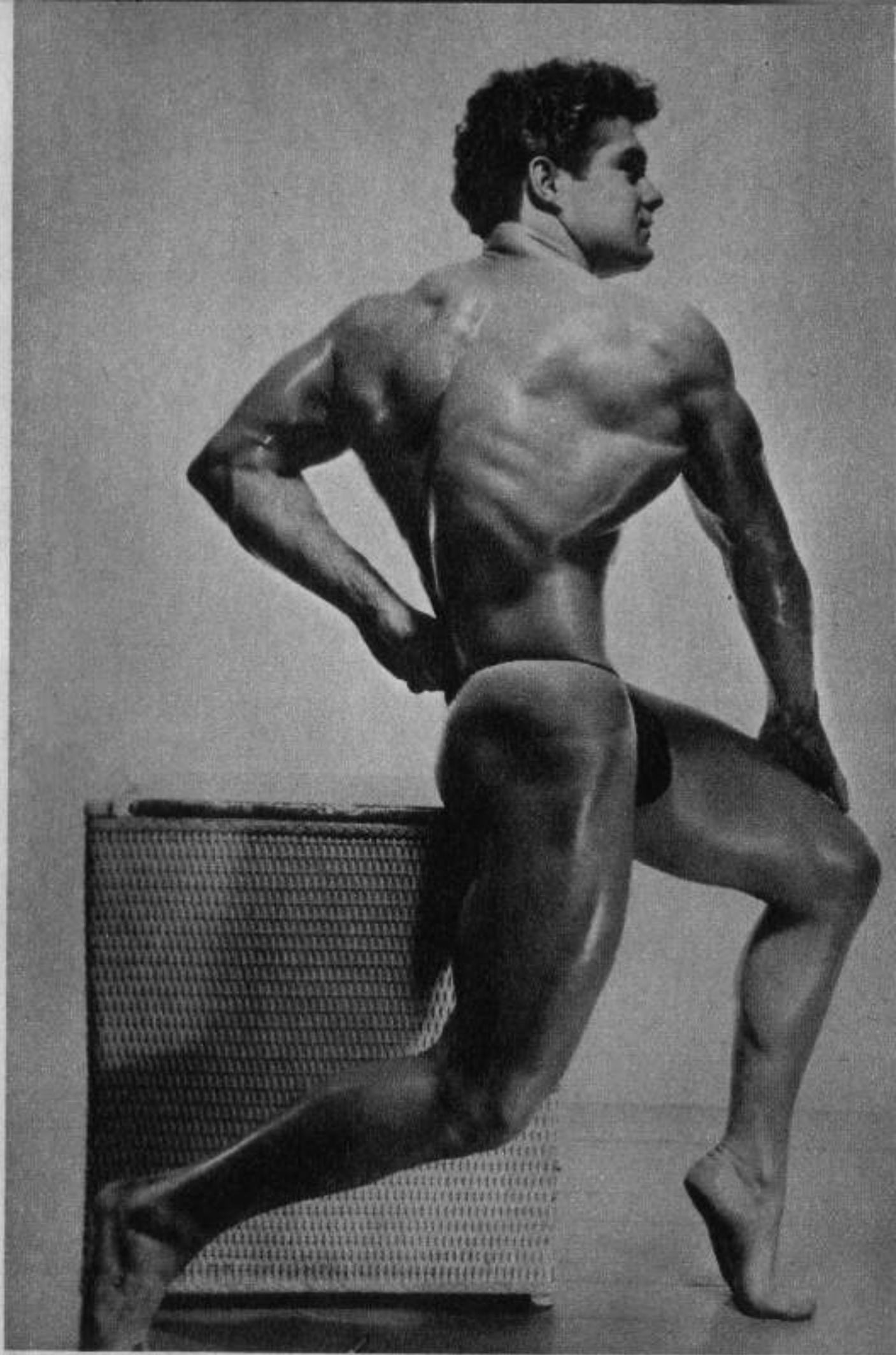
☐ Check here if economy 3 month supply, price $10.00 is preferred. No COD's. Postage is extra. **In Canada, order from: Weider Barbell Co., 4466 Colonial Ave., Montreal, Que., Canada.**

24 HOUR TREATMENT
Clears Up Your Skin Twice As Fast

You receive a bottle of liquid preparation to apply before retiring and a jar of skin-colored salve to wear all day which hides imperfections while medications soothe blotchy skin. This 'round the clock' treatment results in such dramatic improvement that you must see a big difference in 10 days or your money back!

UNCONDITIONALLY GUARANTEED

only $3.98
for a full month's treatment



CLEMENT DESJARDINS by Lanza

What a strength of body those muscles so plainly reveal

SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

HERE IS YOUR LIVING PROOF

JULIAN DAMES
(before)

GAINED 45 POUNDS
(after)

"I was always tired, ashamed of myself, because I was so skinny and weak. Now — thanks to Weider, all this is changed. I gained 45 pounds of muscle, look and feel like a real man!

WHAT I HAVE DONE FOR HIM-- I CAN DO FOR YOU!

Here's Why You Must Gain Weight!

Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1— the appetite is stimulated. 2— secondary anemia is corrected. 3— resistance against disease is built up. 4— you feel so good you want to exercise and build up your body. NOTE:— We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

GUARANTEED

A complete list of ingredients and full instructions for use is on every label. Show to your doctor before taking and if he doesn't agree that our product will help you gain weight, you can return for a refund.

So Easy To Use

Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you will gain weight!

FREE — Weight Gaining Course With 3 Month Supply

Order the 3 month supply and receive FREE a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

. . . RUSH MY ORDER

Weider Food Supplements, A
16 Hopkins Ave.,
Jersey City, N.J.

Gentlemen: Rush me your Weider Weight Gaining Food Supplement. (Check which)

LIQUID—1 pt. (1 month supply) . . . . $ 3.85
—3 pts. (3 month supply) . . . $10.00

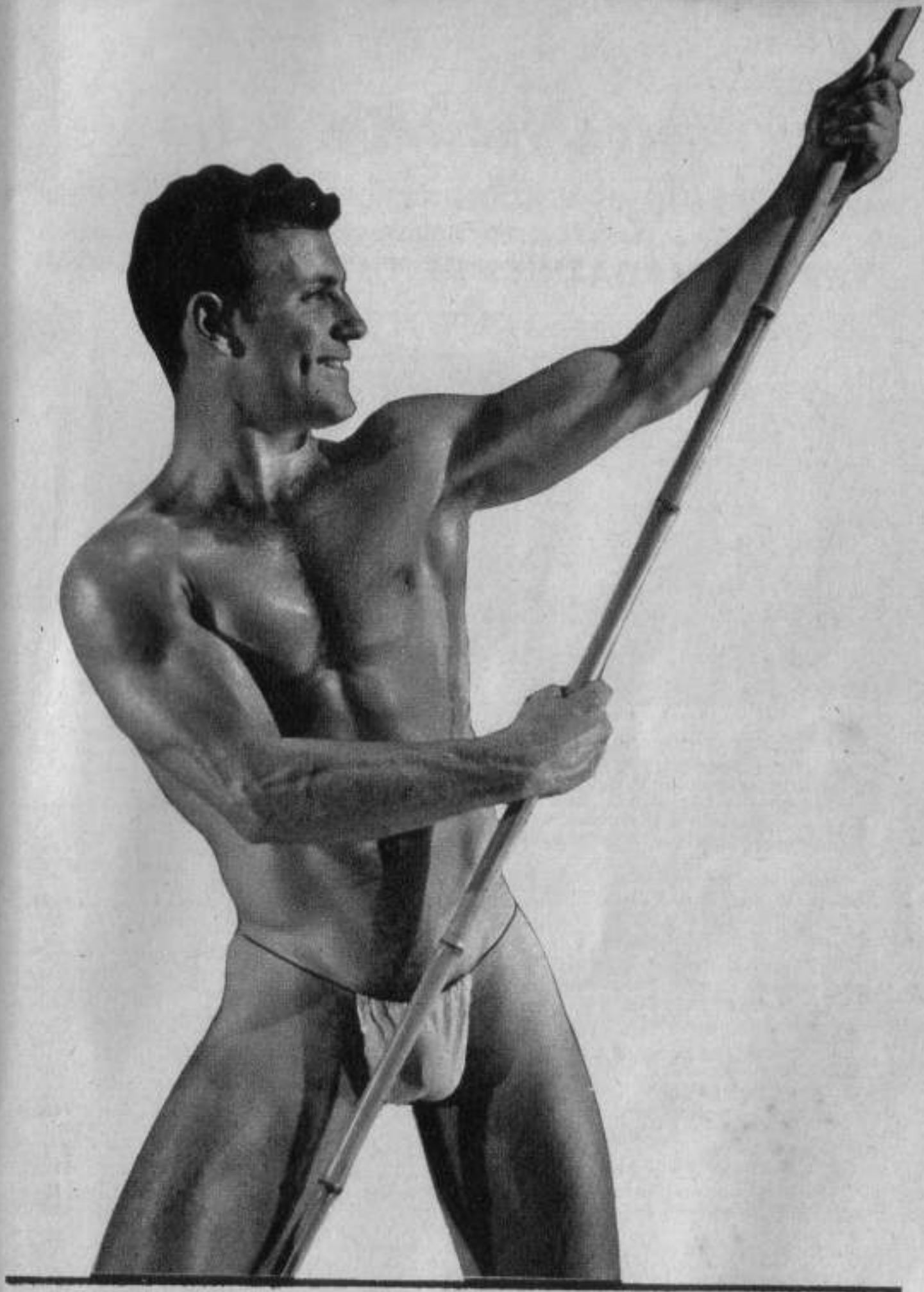
Tablets —100 Tablets $3.50
—300 Tablets $9.00

Name . . . . . .

Address . . . . . .

City . . . . . Zone. . . . . State. . . . . .

No COD's. Small Postage Extra. In Canada, order direct from, Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.



JOHN HACKETT by Bruce

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Photographically Yours

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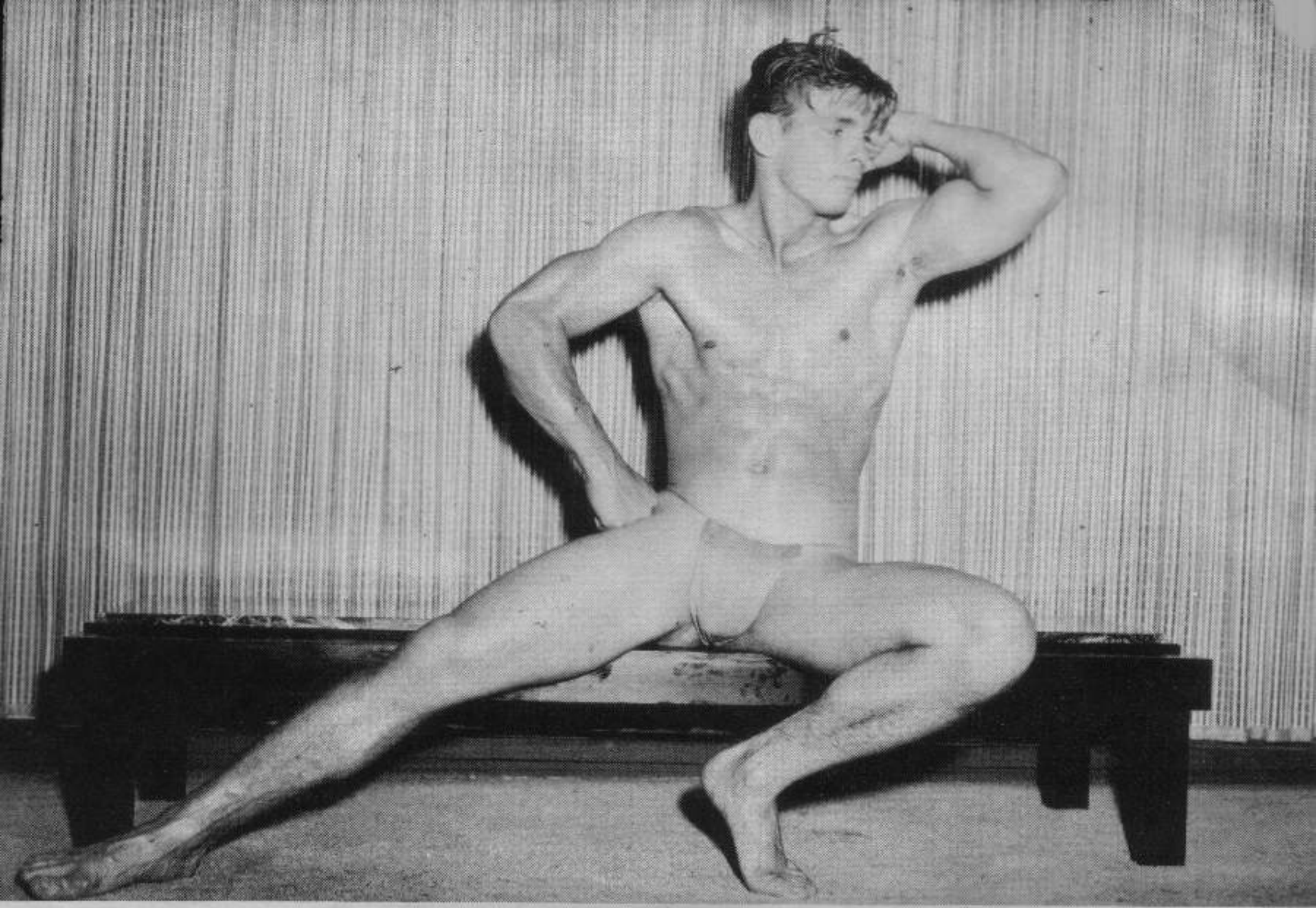
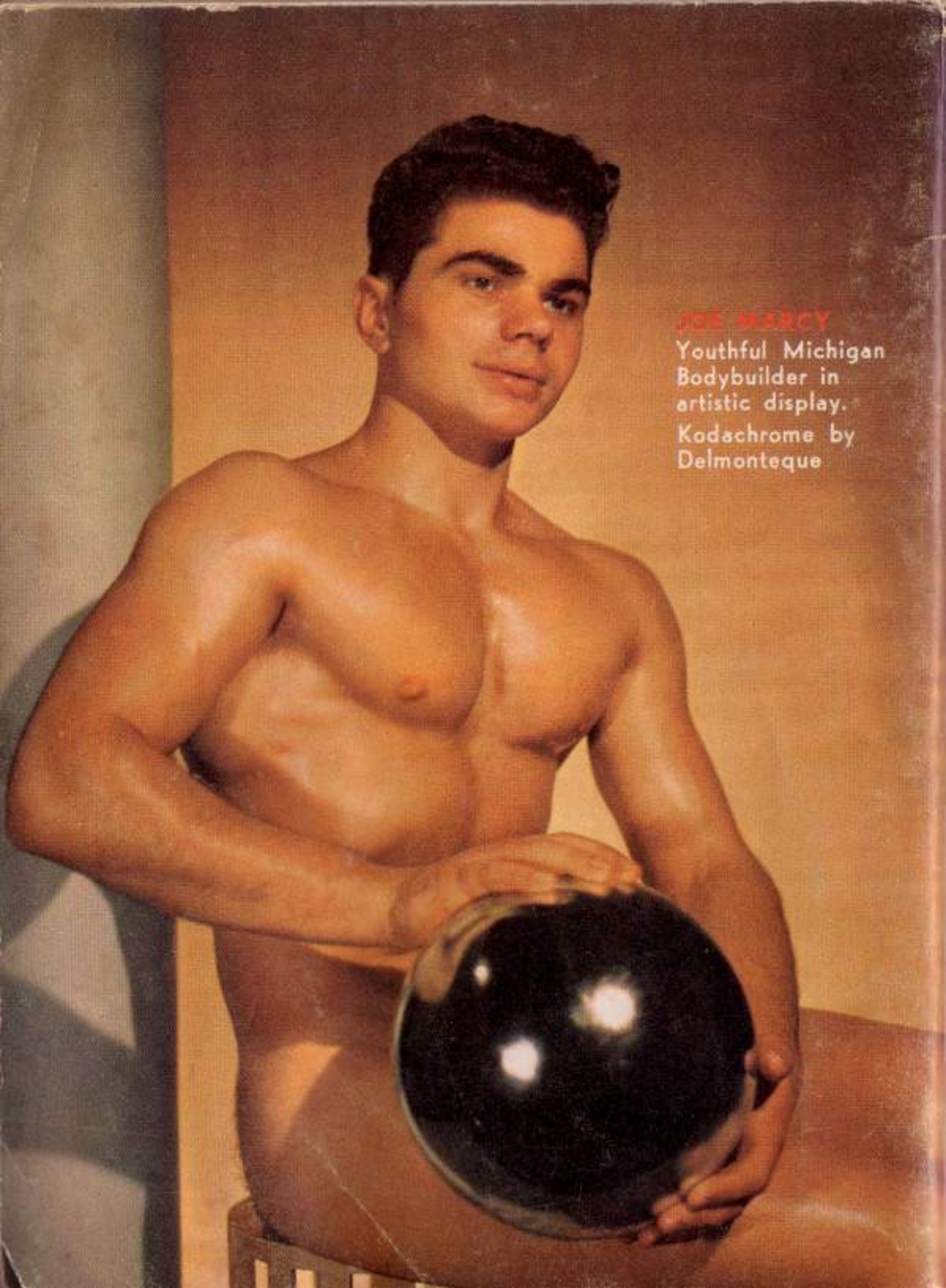


DON CANFIELD by Athletic Model Guild *A study in perfection of masculine form*



JOE MARCY

Youthful Michigan Bodybuilder in artistic display.

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